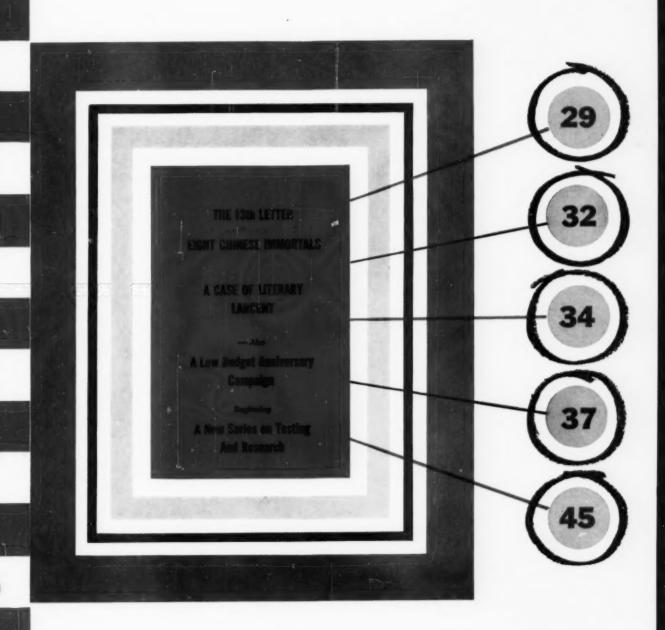
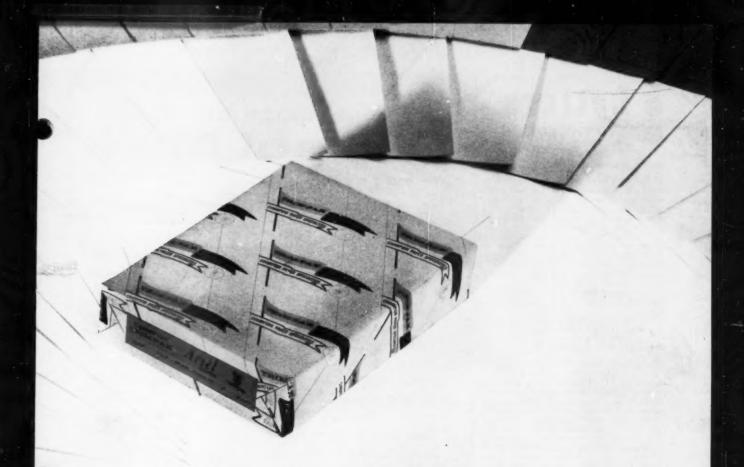
THE REPORTER OF

Direct Mail

advertising



TRIM-PAK
of impression papers for



...the most complete line every duplicating process

Now you can choose grades, colors, weights and finishes never before available in impression papers. The TRIM-PAK line of Champion papers comes in popular sizes, precision trimmed and packaged ready to use.

TRIM-PAK, carefully selected from Champion's complete line of fine printing papers, is performance-tested for gelatin, liquid, stencil, and offset duplicating equipment. The range of impression papers for offset duplicating alone offers unlimited flexibility. Halftones and colors are sharp and clear. Special finishes provide unusual effects for a wide variety of sales promotion pieces, brochures, announcements, programs. TRIM-PAK is available in writing; book papers, coated and uncoated; bristols and cover stock.

Special moistureproof, ream-size packages keep TRIM-PAK handy, ready to run. Fast delivery of any quantity is assured through local inventories.

For more information, send the coupon.



CHAMPION PAPER SPECIALTIES, INC. Hamilton, Ohio—Subsidiary of The Champion Paper and Fibre Co.

CHAMPION PAPER SPECIALTIES, INC.

HAMILTON, OHIO

- Please send samples of the new TRIM-PAK line of impression papers.
- Please have your representative call on me with the complete TRIM-PAK story.

Name____

Company

Street______City___State_____

Letters TO THE EDITOR

THAT OLD BLACK MAGIC

In the Short Notes column of the February issue you made mention of the Voodoo kit which was presented to me as a going-away gift by my assistant designer, Curt Lowey. I have since been deluged with letters — some humorous — some dead serious. Your well read publication evidently enjoys among its readers a generous helping of Voodoo believers. To them and to their friends I would like to say, take heart — my rash offer to lend out my kit is now apparently most inadequate. Mr. Lowey is therefore going into the Voodoo kit business and will announce Voodoo kit availability soon.

Ken Saco, Ken Saco Associates 185 Madison Avenue, New York 16

ON ADVERTISING WITH DIGNITY

At last there seems to be some hope in this world for high-class advertising. I refer to the article. "The Power of Direct Mail in a Service Profession" in your September issue. While I'm new in the business, I've always had an idea or dream it was possible to sell with "quality advertising." If I were Mr. Payson I would be very proud of the fact that he has been able to sell while maintaining a certain amount of dignity. With a continued effort in this line by others I'm sure that a different feeling for the good could be gained in the advertising field. My whole hearted congratulations to Mr. Payson and his efforts.

P. Wright, 3103 Kesteick Road Indianapolis 24, Indiana

BUSINESS EDUCATION DAYS

I noted with interest your notation concerning Business Education Day that will be held in March in Plainfield, N. J. Similarly, I was interested in your sentence "Sounds like a wonderful idea that should be copied nationally." I am prompted to advise you that Business Education Days are programs that have been adopted nationally by the Chamber of Commerce of the U.S. . . . Here in Elmira we conducted two programs in 1959, and plan an additional two programs in 1960 . . . Although I am not familiar with the total number of Chambers of Commerce that have conducted these programs, I can say that over 70% did so last year.

Gary C. Marco,
Elmira Association of Commerce

SOUTH AFRICAN PEN PAL

Federation Bldg., Elmira, New York

We produce a monthly newsletter — The TROGGS Tribune—a few samples of which are included herewith. The Tribune was started last July, and it has had an excellent reception. I would welcome newsletters from the United States (surface mail will do) and will be delighted to put U.S. firms on our mailing lists in return.

Maurice Cohen, TROGGS

Bristol Clothing Manufacturers

Purchase Place, 191 Market Street Johannesburg, Union of S. Africa

THE REPORTER OF Direct Mail

advertising

Vol. 22, Number 12

April, 1960

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KNOWN FOR Accuracy



"The Man in the Gray Tweed Suit"

RESEARCH
COORDINATION
SERVICE
CREATIVITY
IDEAS
FACTS
SELECTIVITY
RESULTS
ACCURACY

The LMR statement appearing above... "Known For Accuracy" could very well have read, "Known For Deliverability". Accuracy in list building points directly and emphatically to percentage of deliverability.

The accuracy of any list is based on three important factors:

- 1. A competent source
- 2. The compiling personnel
- 3. Exacting maintenance

LMR's source of fresh, up-to-date lists, is emphasized by repeated profitable mailing results.

LMR's compiling personnel are made up of experienced and well trained people who carefully conform to our high standard of accuracy.

LMR's exacting maintenance means just one thing...careful, constant, and current revision. Up-to-date lists, well organized personnel, exacting maintenance, and a "proven by results" name source round out LMR's list superiority.

"The Man In The Gray Tweed Suit" LMR List Consultant is known for his accurate analysis of all phases of a direct mail program.

To contact "The Man In The Gray Tweed Suit", ask your list broker to arrange an appointment...

Lisle M. Ramsey and Associates, inc.

404 SOUTH FOURTH STREET, SAINT LOUIS 2, MISSOURI, CHestnut 1-6626

COMPILERS OF NATIONWIDE BIRTHLISTS AND BUSINESS LISTS

INSIDE OCCUPANT MAIL

QUESTION: WE WANT TO SEND A COUPON MAILING TO THE MID-DLE INCOME AREAS AND ELIMI-NATE THE HIGH AND LOW INCOME AREAS. CAN WE DO THIS WITH OCCUPANT ADDRESSING?

ANSWER: Income groups used to fall into certain areas and it was fairly simple to send occupant mail into high, middle, or low income neighborhoods. However, because of the tremendous urban development of the past decade the low income neighborhoods are rapidly losing their identity. Slum clear-ance projects, new housing developments, and general improvement of the economic structure, have tended to blend in or dominate the lower brackets.

In general, lower income families were found scattered in sparsely populated areas or in compact groups. The compact groups are rapidly becoming a small minority of larger middle income areas. The scattered homes in sparsely populated areas are being engulfed by better housing developments. These trends are making it more difficult to pick out the low income homes. However, in the 10 largest metropolitan areas the low income groups are retaining their identity and can still be separated.

But our own experience has proven that mailing into trading areas is much more dependable than mailing into areas according to income status. Best results are obtained if coupons are mailed to the trading areas surrounding the retail outlets where the product has distribution. Super Markets, Shopping Centers, Hardware Stores, Chains or Independents . . . ALL have proven that when they use the occupant lists which cover their trading areas they get the best results, regardless of income groups.

Will Storing's authoritative book "How to Think About Occupant Mail Advertising" gives a comprehensive picture of the abilities and best uses of Occupant Mail Advertising. Based on the results of an independent survey, the book contains many capsule case histories, it is a valuable asset to any advertisers library. Write for your free copy, and while you're at it maybe there's a specific question you'd like cleared up? My mailbox is always open.

Les Cullman, President





We welcome your direct mail ideas and news items for this department.

Send all material to Short Notes Department, The Reporter of
Direct Mail Advertising, 224-7th St., Garden City, N. Y.

EXPLANATION FOR NEW READ-ERS: These short notes reveal some of the best ideas or interesting news items which cross our desks each month. They are not necessarily related or in any definite sequence. Notice the check blocks at the start of each note. The idea is . . . to read this department with pen or pencil in hand. Check the items on which you want to do something later . . . like writing for a sample, an offered booklet, for more information, or filing idea away for possible future use. If you do that . . . you will get more than your money's worth out of your investment in The Reporter.

ONE OF OUR FRIENDS is using a simulated handwritten message on the outside of his envelope ... which is irritating quite a few direct mail crusaders. The handwriting reads: "Why don't you throw this thing away now! it can't do anything for you - but make money!" The crusaders think this is insulting to the recipient and surely not good for direct mail. Perhaps the crusaders would be satisfied if seven words were eliminated. That is, stroke off one, two, three, four, seven, eight and nine. The remaining words would read: "This thing can't do anything for you but make money." Worth a try.

HERE IS SOMETHING we have never seen before, but that doesn't mean it hasn't been done. A form letter from J. H. Coleman, manager of advertising & sales promotion of Pittsburgh Corning Corp., 1 Gateway Center, Pittsburgh 22, Pa., to architects, called attention to an attached folder which contained reproductions of reprints of eight advertisements which appeared during 1959 in Architectural Record and Business Week. The first line of the letter emphasized the folder is "not for filing" because "it doesn't pretend to give you the technical information required for design purposes." The second paragraph of two lines reads: "Rather, a quick review*

may help bring you up-to-date on Pittsburgh Corning products for building." Down at the bottom of the letter, under the writer's and typists initials, appeared "*then discard." What's new to us is the stunt of suggesting that the mailing piece be discarded. In our opinion, this device increased the value of all the advertisements that were previously run. It centered attention on Corning products and it also emphasized that the technical information on each product was already in the architects' files.

500 ☐ THANKSGIVING GREETINGS may some day replace Christmas greetings . . . at least for business messages. Jerry O'Roark, advertising manager of S. C. Toof & Co. (printers and office outfitters), 195 Madison Ave., Memphis 1, Tenn., sent us a clever Thanksgiving greeting folder that his company mailed to customers in November of 1959. Jerry reports that the little folder received more direct comment than any greeting piece they have ever mailed. And he believes the Thanksgiving greeting mailing is here to stay. It may be a good idea. The mails are jammed at Christmastime with personal greetings from friends and relatives. Business greetings would get more attention at Thanksgivingtime.

☐ IF YOU WOULD LIKE to visit a distillery and see how the spirits are made (without having the secret formulas revealed) you can get a 32-page, 8½x11-inch booklet from National Distillers Products Co., 99 Park Ave., New York 16, N. Y. Booklet is titled: "Visit to a Distillery." It is a slick paper job with excellent illustrations and descriptions. It is also a good model of product-manufacturing description.

л

☐ THE NEXT TIME we get to New Orleans, we would like to visit Elbert J. Trahant, who runs Richard's at 2523 Bayou Road. Mr. Trahant is a great



This is International Paper's new

Saratoga Coated Book

(the ideal paper for volume printing) TURN PAGE >



What you should know about new SARATOGA COATED BOOK

—the latest member of International Paper's first family of fine papers.

SARATOGA Coated Book is a machinecoated letterpress paper that is ideal for volume production of color work. This insert demonstrates the striking results that are possible. In glowing full color. Intense black and white.

Its high bulk for weight ratio provides an extra cushion for in-register impressions on modern high speed presses. This paper's high *opacity* assures no show through even on light weights.

New Saratoga Coated Book performs equally well on high speed web press and conventional sheet fed equipment. It has a uniformly level surface for fine halftone reproduction. As this insert shows, it takes gloss inks perfectly. You can recommend it for direct mail, recipe books, stuffers, travel and resort folders, programs, catalogs—any letterpress job that must combine quality with economy.

Ask your paper merchant for samples of International Paper's New Saratoga Coated Book. He'll also be glad to give you information about the many other printing grades in International Paper's first family of fine papers.

believer in direct mail for the small retail business. He sends out regularly Richard's Shopper's News, which carries on its masthead: "The nicest little 5 and 10 in the business." Some of his stuff is reminiscent of the Lapides Delicatessen Store in Baltimore, Md. but has a little more hardsell than Merral Fox used to put in the Lapides mailings. Since the Richard's mailings have been going out for a long time, they must pay off.

J

SALESMAN'S FRIEND is the Model 1000 developed by Display-O-Vue Corp. of America, 48 W. 48th St., N. Y. 36. This model is a fully automatic transparency viewer fitted into a handsome salesman's attache case. The machine operates entirely on a self-contained battery, eliminating the often embarrassing search for the electric outlet.



The salesman has only to open the case on the prospect's desk, flip a switch and the color transparencies are viewable. Six 2½ x 2½ transparencies are on each wheel, and are easily changeable so that the salesman can swiftly predetermine what material the prospect will be shown. The unit sells for \$99.95 and full information is available from Display-O-Vue.

☐ AFTER MANY YEARS of litigation, Switzer Brothers, Inc., 4732 St. Clair Ave., Cleveland 3, Ohio, have finally won their fight to protect their patent covering the making of daylight fluorescent paints sold under the trade name "Day-Glo." Violators of the patent have been ordered by the court to pay the costs of the litigation. Of course, there may be further appeals, but the long fight must have everyone worn out by this time.

I

☐ IF YOU WANT TO SEE a superlative presentation, write to the Atlantic City Convention Bureau, 16 Central Pier, Atlantic City, N. J. and ask for

HOW TO PUT ACTION INTO YOUR DIRECT MAIL

Over and over, direct mail has proved its ability to create leads for salesmen, dealers, distributors . . . open the door to sales against pressure from the toughest competition. And yet, with all that has been learned from studying measurable results, many an otherwise hard-headed firm sends out mailings—a letter, a brochure, a broadside—as though there were some other reason for spending money on advertising than making money.

Now, to broaden your understanding and to help you apply the tested principles of successful mail advertising, The Creative Division of James Gray, Inc. has created a new booklet titled, "How To Put Action Into Your Direct Mail". It is free and will be mailed to you without obligation at your request.

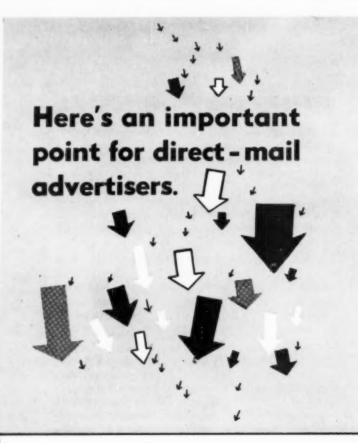
In just a few pages, and with concrete examples, the booklet explains how to plan an over-all mailing effort; build a mailing list of prospects; know **before** you spend money whether or not your mailing has a chance to succeed. You will discover how to use the same envelope that now merely carries your catalog or price list to bring back actual orders or pave the way for larger orders from your salesmen. You will have a check list of do's and don'ts based on years of mail advertising experience.

And you needn't suspect our motives in making this free offer. True, the booklet is devised to bring the creative services of James Gray to your attention. But we have made certain that it is a completely self-contained, shirt-sleeve booklet that you can use with no strings attached.

To receive your free copy of "How To Put Action Into Your Direct Mail" and have our years of experience guide your thinking and improve your results, write today. You will find the booklet a real value, indicative of the service we render.

The Creative Division OF JAMES GRAY, INC.

216 East 45th Street, New York 17, N. Y. Murray Hill 2-9000



A BROAD CLEAR BACK, COMPLETELY UNINTERRUPTED BY SEAMS, EASILY ADAPTED FOR A COMPLETE ADVERTISING MESSAGE CONCERNING YOUR COMPANY OR PRODUCT.

OUR ART STAFF IS AT YOUR SERVICE WITH AN UNLIMITED SUPPLY OF SPARKLING IDEAS - AT NO COST TO YOU.



360 Furman Street · Brooklyn 1, New Yor TRiangle 5-6285

OTHER OFFICES:

BOSTON · WASHINGTON · PHILADELPHIA

the 16-page 9 x 12-inch brochure introducing the new and enlarged Atlantic City Convention Hall. It's a beautiful and colorful presentation of a magnificent convention and exhibit facility. Color photographs, wonderful! There are 320,000 square feet of available exhibit space. The main auditorium can seat 35,000 people. And there are banquet accommodations available for up to 6,500. No wonder so many conventions are flocking to Atlantic City.

Л

☐ TO HELP YOU COPE with those pesky little lists you always seem to be mailing to, Scriptomatic has developed a new hand-addressing kit. According to the manufacturer this kit will save hours on addressing those frequently recurring



lists of ten, fifty and hundred or more names. Operates in same manner as machine, except manually, one at a time. Kit includes a Scriptomatic Model 4 Hand Addresser, 3" x 5" master cards, and a supply of carbon hinges. Full information on this kit available by writing Scriptomatic Inc., 11th and Vine Street, Philadelphia 7, Pa.

JI.

☐ CONGRATULATIONS AGAIN to the Mail Advertising Service Assn. Intl., 18120 James Couzens Highway, Detroit 35, Mich. for their 151-page report or transcript of the 38th annual convention held in Montreal, Canada last September. The editing of a convention is a tremendous job, but Max Lloyd and his assistants have done it competently. The convention report is really a textbook on lettershop and printing production and salesmanship. Could very well serve as a model for many other trade associations.

TI.

☐ THE AVERAGE BUSINESS LETTER now costs \$1.83, according to a new survey published by The Dartnell Corp., 4660 Ravenswood Ave., Chicago 40, Ill. Survey results appeared in the January 1960 issue of Office Administration Service. That cost figure has been gradually rising every year. Back



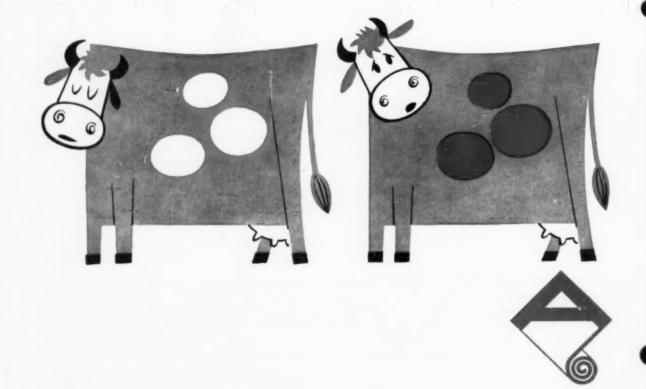
Imagination unlimited . . . for use in meeting the challenge of increasing competition for readership . . . applied with judgment born of nearly 40 years of specialized direct mail experience . . . with these objectives:

• qualified sales leads • access to hard-to-reach prospects • easier and faster selling • lower selling costs • for such clients as: International Business Machines Corporation; Dictaphone Corporation; The Mosler Safe Company; J. B. Lippincott Company; National Geographic Society; The Mead Corporation; Top Value Enterprises, Inc.; E. I. du Pont de Nemours & Co. (Inc.) • phone LOcust 3-0180, or write

The Buckley Organization, Inc.

Philadelphia National Bank Building
Philadelphia 7, Pennsylvania

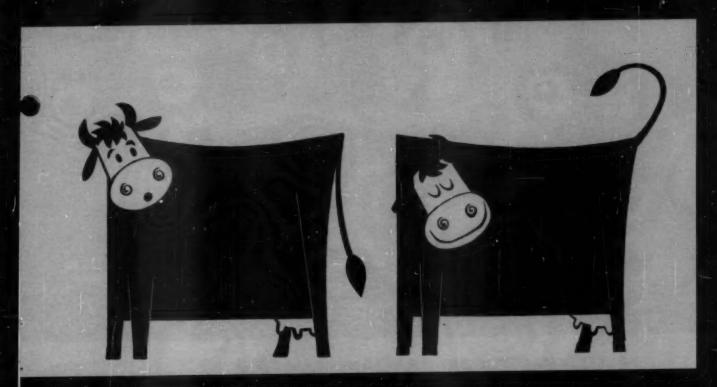
EVER SEE A PURPLE COW?



Don't think it isn't actually possible—you can't tell what will turn up in new colors tomorrow. Look what's new in paper, for example. The latest in color is Allied's Colorcraft Line in Impulse and Influence Colors. Ten distinctive new colors...all of which have been color styled and researched by Faber Birren, noted color authority to stimulate action... to create favorable moods...to get more direct mail returns!

Give your creative printed pieces more appeal. Make your direct mail letters more attentiongetting. Break the white paper habit and try Allied's Colorcraft. There's an Impulse or Influence color which may be just right for your next job

No Bull ... this Insert was lithographed on 70s Colorcraft Offset-Impulse Flame Pink



ALLIED PAPER CORPORATION

Kalamazon Michigan

ALLIED'S Colorcraft LINE*

IMPULSE COLORS—Bright and vibrant to stimulate reader action and response. Ideal for mass market direct mail selling to gain attention...to get returns.

Flame Pink . Sulphur Yellow . Pumpkin . Summer Green . Indigo

INFLUENCE COLORS—Subdued, yet having rich appeal to create an impression or mood. Best for giving your products or company the "feeling" you want it to have.

Sandstone - Rosewood - Smoketone Blue - Aspen Green - Buckskin

*Includes bond and offset stocks in popular sizes and weights—envelopes in all colors—card and cover stock—and Colorcraft text and accent ink colors are available from IPI.

*Reg. Pend.

CONTACT YOUR NEAREST COLORCRAFT DISTRIBUTOR FOR DETAILS AND PRINTED SAMPLES

Albuquerqu Atlanta Austin Baltimore

Billings, Montana Chicago

Cincinnati
Cleveland
Columbus
Dallas
Dayton
Denver
Detroit
Des Moines
Duluth
El Paso
Fort Worth
Grand Island, Nebr.
Great Falls, Montana
Harlingen, Texas
Harlingen, Texas
Indianapolis
Kalamazoo Bermin
Kansas City

Whitaker Paper Company
Carpenter Paper Company
Stauford Paper Company
Stauford Paper Company
Carpenter Raper Company
Carpenter Paper Company
Carpenter Paper Company
Forest Paper Company
Chatfield Paper Company
Chatfield Paper Company
Chatfield Paper Company
Carpenter Paper Company

Lincoln, Nebraska Los Angeles Louisville Lubbock Milwaukee Minneapolis Missoula, Montana New Haven, Conn. New York Cily

Oklahoma City Omaha Philadelphia Pittsburgh Pueblo, Colorado Reading, Pa St. Louis

Sult Lake City
San Antonio
San Francisco
Seattle
Sioux City
Springlield Mass
Topeka
Washington, D.C.
Yakima, Washington
Montreal
Toronto
Vancouver

Carpenter Paper Company Carpenter Paper Company Chatfield Paper Company Standard Paper Company Carpenter Paper Company Carpenter Paper Company Carpenter Paper Company Canfield Paper Company Chatfield Paper Company Chilosser Paper Company

Carpenter Paper Company
Garrett-Buchanan Company
Central Ohio Paper Gompany
Carpenter Paper Company
Butler, Paper Company
Tobey Fine Papers, Inc.
Carpenter Paper Company
Rourke-Eno Paper Company

Carpenter Paper Company
T. B. Little Papers
Whyte-Hooke Papers

ALLIED PAPER CORPORATION

Kalamazoo, Michigan preferred printing papers





in 1953 it was \$1.17. And it is bound to go up due to increased costs for labor, postage and supplies. The Dartnell report emphasizes that at least 25% savings could be made by internal campaigns to use shorter letters, form letters and window envelopes whenever possible; use of modern equipment, and centralizing stenographic and filing departments. You can get further information by writing to Dartnell.

AN AID TO ARTISTS is now available from Art-O-Graph Inc., 4837 Emerson Avenue South, Minneapolis 9, Minn. Their new opaque projector Model 1000 has a range of 5-time reduction to 5-time enlargement. The Model renders an



photo, art work or printed matter, as well as 3-dimensional objects directly onto a drawing board. Art work can then be rendered from this image in any medium and on any surface. The adjustable track length permits installation in a room with a ceiling as low as 6 feet, 8 inches. Price of the Model 1000 is \$397.00. Full information available from the manufacturer.

SOME TIME AGO, we published a story by Paul Bringe that concerned his son Dick (who owns a gas station) and the younger Bringe's efforts to promote himself through direct mail. Commented at the time that service stations don't generally go in for local level mailings, and often use oil company stock literature-if anything. There is a firm in Billings, Montana, (Box 1032) called Gasoline Dealers Advertising Service that must have heeded our comment. Owner Richard McMenemy says the idea of the service is to help the operator sell himself and his station, rather than merely the brand name that he represents. According to McMenemy, a typi-

How does *Ausa-letter* serve you best?

Question:

How do costs compare with similar formats?



Lowest of all die-cut letters! Our new, high speed assembly line production methods enable us to save you many dollars per M.

Question:

Can I get prompt delivery?



You can get delivery of most orders in approximately two weeks. This includes letter, reply form and carrier envelope.

Question:

We do not now have a direct mail program. Can you set up a sensible, economical promotion for us?





Willingly! You can avail yourself of our free Consultation Service. We will prepare a single mailing or a complete campaign for you...

INCLUDING copy, list recommendations, suggestions for offers...Plus evaluation of results of mailing, based on returns and conversions. There is no extra charge for this service for average-size orders. We can also supply art-work, type addressing and entire mailing operations, as well.

Question:

What is the in-the-mail cost to me for a 100,000 mailing?





We can put you in the mails for as little as \$60 per M, for 100,000 letters in three colors, reply card and carrier envelope, including list rental, complete mailing operation and postage.

Question:

How can I get more information?



Call the Ansa-Man – Call Ansa-Letter!

PHONE OR WRITE FOR MORE INFORMATION TO MEL BERLIN S/P/M

dusa-letter Division of Lotton Process

200 Hudson Street, New York 13, N. Y. • WOrth 6-4500



Why? Because envelopes, like most other things these days, call for the knowledge and skills of a specialist. The busy buyer can't expect to keep abreast of all the newer money-making and time-saving envelope developments.

That's why a Tension representative is such a good man to know. He brings you the experience, accumulated know-how and actual samples of solutions to literally thousands of envelope problems.

What's the cost of his expert advice? Nothing. On the other hand, it pays you. Why not use it the next time you place an envelope order? The coupon below will bring you free samples that will show how Tension Envelopes are all ways better. Mail it now.

TENSION ENVELOPE CORP. Campbell at 19th Street Kansas City 8, Missouri

Kansas City • Ft. Worth • Des Moines Minneapolis • St. Louis • So. Hackensack

Tension Envelope Cor	p. 363
Campbell at 19th St	. 303
Kansas City 8, Mo.	

Please send me Envelope Idea Kit No. 1

Name	
Company	
Address	
City	State

cal month's service includes: special newspaper ad mats; direct mail letters to get new neighborhood business into the station; a round-up of service station ideas from other parts of the country; the "Traffic at the Pumps" newsletter; inexpensive promotions for getting new business; an article on building a customer mailing list; and many other items. Haven't seen his stuff yet, but the idea sounds wonderful . . . and surely needed by many service station owners. A sample copy of "Traffic at the Pumps" is available free for writing GDAS at Box 1032 in Billings. Full information on the service will accompany the sample newsletter.

J

☐ AN ATTRACTIVE ANNIVERSARY BOOKLET was published by Mills & Lupton Supply Co., 749 E. 12th St., Chattanooga, Tenn. 16 pages, 8½ x 11-inch, stitched on the narrow side. Inside pages are a lithographed, pictorial presentation of the growth and operation of the company. Outside cover on slick paper . . Promotes Chattanooga as a thriving community. Was mailed in a gold envelope, which was hand-addressed. Well done.

JJ.

☐ SYLVANIA ELECTRIC PROD-UCTS, INC. have launched a saturation advertising campaign in national publications to promote Sylvania flashbulbs. The whole campaign is wrapped around a 32-page, 5½ x 8-inch booklet titled: "It's Easy to Take Better Flash Pictures." The booklet is an easy-to-read and clearly illustrated guide book for amateur photographers. The national campaign is focused on getting camera addicts to ask for the booklet with their purchases of Sylvania flashbulbs. A well coordinated campaign.

JT.

□ DO EVERYTHING POSSIBLE 10 cooperate with the Post Office by "zoning" your mailing lists. Unless you cooperate, mandatory zoning may be just around the corner. Contrary to rumors, postmasters are not refusing to accept unzoned third class mail. They are simply urging cooperation in order to speed mail handling. There are now 106 "zoned" cities. Direct mail people can help in the voluntary program in several ways. (1) If you are in a zoned city, bring all possible pressure on your telephone company to include zone numbers in all address listings. (2) If your own list is carefully zoned, be sure your mailing department or lettershop ties your mail in separate zone bundles. (3) Be sure that such bundles are clearly and correctly labeled for designated

zone. Your efforts will not go unnoticed. Edwin A. Riley, director of Postal Services Div., Bureau of Operations, Post Office Dept., Washington 25, D. C. would like to hear from any of you who have suggestions for implementing the voluntary zoning program. (See page 52)

JII

A NEW MACHINE IS NOW AVAIL-ABLE that will automatically apply any type of preaddressed label to post cards, envelopes, brochures, magazines, catalogs, tabloids, newspaper and other



printed pieces. This machine, the Model C. manufactured by Chesire Inc., 1644 N. Honore, Chicago 22, will handle printed pieces ranging from 3" x 5" to 15" x 7", at speeds from 5,000 to 16,000 per hour. Further information available from the manufacturer.

TI.

EVERY TIME WE FIND AN ARTICLE in a trade magazine or newspaper praising direct mail rather than knocking it ... we are inclined to shout hurrah! Such a salute should go to American Trade Publishing Co., 71 Vanderbilt Ave., New York 17, N. Y. for an article in the January 18. 1960 issue of Bakers Weekly. The article titled "Direct Mail - Direct Sale" was written by Bess Ritter. It is a darn good job of outlining in simple language and in five steps just how a retailer can go about getting more sales through direct mail. Perhaps you could get a reprint a tear sheet by writing to James C. Cobaugh, circulation manager of the publishing company.

☐ WE ARE ALWAYS INTERESTED in any evidence which shows that manufacturers are becoming more interested in boosting and helping their distributors. The latest evidence comes from Beckett Paper Co., Hamilton, Ohio. They recently mailed to the printing trade a 9 x 12-inch, handsomely printed piece on





Graphicopy Papers include 275 items in 19 different grades. Each has its own number to simplify ordering. With the handy Graphicopy "Paper Selection Guide" you're sure of getting just the right paper you need for all of your printing, duplicating and general office use.



Here's the big reason for buying Hammermill Graphicopy Papers! They're made right to run right on your office equipment. Get your "Paper Selection Guide" now. Ask your Hammermill supplier or write Hammermill Paper Company, 1621 East Lake Road, Erie, Pennsylvania.



double thick paper. It is "A Salute to our Friend and Partner, The Paper Merchant." The salute is lithographed in maroon and black ink, silk screened in gold, and blind embossed... suitable for framing. The salute lists ten statements of reasons why the paper merchant is important in each community. A highclass job.

J

☐ IN THE WHIRLING DERVISH of contests, competitions, and awards that crop up each Spring, it's refreshing to come across a Judging Bee such as the one sponsored by Hoard's Dairyman, Ft.

Atkinson, Wisconsin. Open to advertising men, entrants must judge a field of 20 cows in five classes (Ayrshire, Jersey, Brown Swiss, Guernsey and Holstein), keeping in mind such pertinent points as rear udder attachment, withers, heart girth and pin bones. The four bovines in each class are fully illustrated with a starboard, aft and aerial view of each. They have been blessed with names like Beth, Jessie, Phoebe, Liza and Maggieamong others. A working knowledge of management problems and comprehension of the subtleties of corporate identity and image building are unnecessary. But appreciation for a cow's hindquarters could net you a prize. Full information on this contest available by writing Hoard's Dairyman.

J

A NEW AID FOR THE MAIL ROOM has just been put out by Stampak Sales Co., 255 Park Avenue S., N. Y. 10, N. Y. The new stampak unit is a tiered deck of stamps for marking packages (e.g. "Via Airmail" or "First Class Mail"). Each stamp fits in a well created

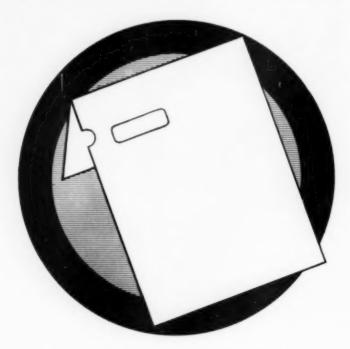


by another, and there is a pad of colored ink to keep the stamp constantly ready for stamping. Each stamp, in this manner, can utilize a different colored ink. 60 standard one-line titles are available, but customer can have special copy if he wishes. Free office demonstration of the Stampak is available by writing the manufacturer.

☐ ANNIVERSARY BOOKLETS do not necessarily have to be spectacular and expensive. We like the recent 5½ x 8½-inch, 16-page anniversary booklet issued by Orr Iron Co., Evansville 6, Ind. It celebrates the 125 years of service to more than a half-million customers from the day of the horse-and-buggy to the present. We enjoyed reading the copy sent to us by Advertising Manager John A. Mueller. Although it is a simple, economical lithographed job, the typography and art work are excellent. Copy is fine.

000

S1000 CASH PRIZES and nine "Bennie" statuettes will be awarded to winning entrants in the Ninth Annual P.I.A. Printers & Lithographers Self-Advertising Exhibition and Awards. Purpose of this competition is to encourage printers and lithographers to advertise in order to develop and sustain their markets. For fairness, there will be three categories, based on number of employees. In addition to three top prizes



IN DIRECT MAIL ADVERTISING, as in other kinds of promotion, one factor can make the difference between just missing the sale, and making it. That ingredient may well be RETURN-A-CARD—with its premium look of direct mail quality that stops your prospect and says, "Read Me!" A look of efficiency, of sincerity, of reliability that improves the "pulling power" of every RETURN-A-CARD mailing.

At SALES LETTERS, INC. we have helped develop successful campaigns for virtually every product, to almost every market, for a roster of blue-chip clients that makes us proud of the part we have played in their marketing programs.

We invite your inquiry so that we can show you how a RETURN-A-CARD campaign costs no more than ordinary, less effective promotional efforts...more than pays for itself out of its higher response ratio!

Ask us to demonstrate what our staff can do with your sales problem. No obligation, of course.



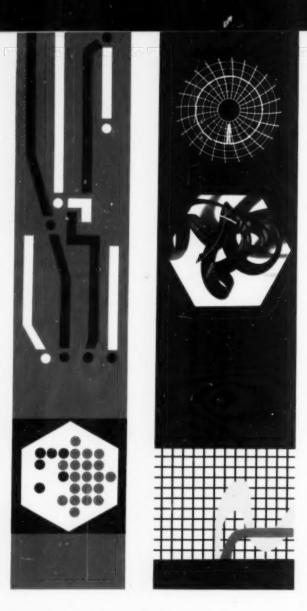
SALES LETTERS, Incorporated COPY · ART · LISTS · PRINTING · MAILING One Fifty-Five West Twenty-Third Street · New York City 11 Telephone: WAtkins 9-2680

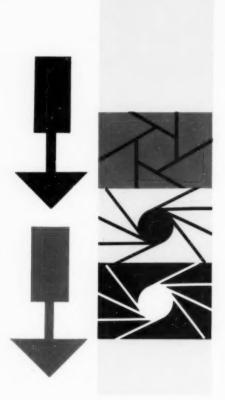
this is penn/brite offset-the value sheet











This is Penn/Brite Offset . . . the value sheet.

New York and Penn commissioned designer Ladislav Sutnar to create this insert, and to incorporate in it practically all the demands on the printability of paper which could be encountered. See for yourself how faithfully Penn/Brite Offset has reproduced each of his design elements... how well it passed his "torture test." Penn/Brite Offset is the white, bright, value sheet that comes to you moisturized and double-wrapped. Write for new, complimentary swatch book and the name of your nearest distributor. New York & Pennsylvania Co., 425 Park Avenue, New York 22, New York.

New York and Penn/Pulp and Paper Manufacturers



Designer: Ladislav Sutnar has won acclaim both in Europe and the United States. Chief designer for Czechoslovakia at the 1939 World's Fair, he currently heads up his own New York design firm. Winner of innumerable design awards during the past 35 years, he is also a successful author on the graphic arts.

of \$1000 and the nine "Bennie" (Benjamin Franklin) Awards, "Best Fifty" certificates are given to those entries that are displayed at the P.I.A. Convention in Washington this October. For rules booklet, entry forms and additional information, write to Printing Industry of America Inc., 5728 Connecticut Avenue, Washington 15, D. C.

☐ FINANCIAL REPORTS have become more humanized in the past ten or so years . . . but we've just found one which outdoes all previous attempts at humanizing. This one was prepared by Gray & Rogers (advertising), 12 S. Twelfth St., Philadelphia 7, Pa. for The Philadelphia Saving Fund Society. It is a 20-page, 5x73/4" affair. It represents the 143rd Annual Statement of this financial institution . . . but in vivid colors, cartoons and easily-read barkerstyle copy . . . it takes the reader on a visit through a mythical county fair. But with all its unusual presentation . . . the basic facts are put over with emphasis. PSFS serves 856,699 "county citizens." Total assets climbed to a record-breaking \$1,179,082,032.32. This production deserves some sort of a prize in financial and direct mail circles.

☐ A NEW BOOKLET "The Playboy Impact for Retailers" has just been issued by Playboy Magazine, 232 E. Ohio St., Chicago 11, Illinois. This 16 page booklet features information on retail store promotions, mail order ads in the magazine, college subscription program, window displays, and how Playboy selfs the customer. Layout and art work are excellent. Copies are available by writing Victor Lownes III, Playboy's Promotion Director.

CHUCKLE OF THE MONTH:
Here's an item that appeared in the
February Coronet submitted to them by
Josephine Hemphill. "Pussywillow, a
taffy-colored cat residing in Washington,
D. C., received a cat basket last Christmas from a friend of her master's in
New York. The gift, sent from a pet
shop, was addressed to Miss Pussywillow.
Since then, the cat has received offers
to subscribe to Harper's and the Atlantic
and to become a member of the Book-ofthe-Month Club."

DILLON-AGNEW, international direct mail advertising firm, has formed a European subsidiary, Dillon-Agnew Associates (Europa), N.V. Amsterdam. The Dutch corporation will control D-A's British and Swiss branches, and will serve as administrative headquarters for

JUSTOWRITER CUTS PRINTING COSTS

Any typist becomes a skilled typesetter when she uses a Friden
Justowriter. She types copy on Unit 1 (The Recorder) which produces this visual check and a punched paper tape. The rest of the job is automatic.

The Reproducer, Unit 2, then reads the tape and sets type in your choice of 14 attractive faces and sizes, one of which you are now reading. Margins are automatically justified. Costs are far less than for metal composition.



The Justowriter can save you money in producing manuals, price lists, bulletins, house organs, booklets, and catalogs. For full details about this Tape-Talk machine call your local Friden man, or write on your letterhead for more information.

Equipment like this is the first step to PractiMation...
Automation so hand-in-hand with practicality there can be no other word for it!



get the professional approach

... to your

DIRECT MAIL



For a FREE roster of members of MASA, the professional creators and producers of BETTER direct mail, write to:

mail advertising service association

INTERNATIONAL

18120 James Couzens Hghy. Detroit 35, Michigan



SPECIAL! "EYE OPENER" KIT

CLIP BOOK ART

DOZENS OF DIFFERENT ART PROOFS . . ALL READY TO CLIP AND USE. ACTUAL \$15 VALUE, NOW ONLY . . .

Money-saving introductory offer to prove "Clip Book" art can save you time and money. And give you top quality art in the bargain! Used by top advertisers for ads, printing, publications, direct mail, audio-visual aids, etc. Offset, letterpress, silk screen, film. Only \$1.95 —and no strings attached!

Your paste-up kit will include many samples from "Art Director's Clip Kit" and "Clip Book of Line Art". . . line drawings, pre-screened halftones, lettering, two-color art, Grafiklines. Enough ready-to-use art for dozens of paste-ups. Satisfaction guaranteed — no obligation. Merely attach check for \$1.95 to your letterhead and ask for your "Eye Opener" kit. (Only one to a customer—and new customers only!)

HARRY VOLK JR. ART STUDIO Pleasantville 3, New Jersey European operations. John Dillon, D-A's president, is the subsidiary's managing director. Incidentally, if you want to read a really fine newsletter, write D-A for a copy of the one John Dillon's sending from Europe. It's a wonderful blend of easy reading, interesting information about the Dutch, and soft sell for Dillon Agnew. Recommended reading.

J

DIRECT MAIL EDUCATION in Japan: We have just received the March 1960 issue of "Business English," published by Business English Publishing Co., Shigeru Ozaki, editor. Pages 51-56 contain many of the formulas for writing good direct mail copy . . . digested from The Reporter of Direct Mail Advertising, Garden City, N. Y. There are other good articles on direct mail writing and business English . . . taken from bulletins of Nation's Business, The Royal Bank of Canada, New York Life Insurance, etc. Although most of the 80-page magazine is in Japanese characters, we could spot many familiar names which cannot be translated into Japanese . . . such as John Riebel, K. B. Horning, C. B. Larrabee and other members of the American Business Writing Assn.

JT.

□ THAT BANDWAGON everyone's been climbing on lately has another rider. We're referring to a trend among many mailers to gear their pieces to the space age, rocketry and missiles. Some are okay, but there are so many of them. Latest is pretty cute idea from Hy Radin Associates, 150 E. 35th St., NY 16. Cover carries caption COUNT DOWN, then on first fold—10 9—and as it is unfolded 8 7 6 5 4 3 2 1 0. And on large fully opened spread, a huge BLAST OFF with a rocket ship heading for the moon. A business reply card is attached.

J

□ SENTIMENT was responsible for building a \$500 million plus business. That's the annual sales total of the greeting card industry. According to the house magazine of Fitchburg Paper Co., Fitchburg, Mass. more than 2½ billion cards were exchanged during the 1959 holiday season. Manufacturers started work on your 1960 messages early in January. Millions are already boxed and ready for "early selections," which seldom occur until the last minute.

TI.

☐ MAIL ORDER OPERATORS are still being plagued by smalltime crooks who claim they order and pay for merchandise which was not received. The amounts are not large but it is a loss item. Some of the gift sellers do not take time to investigate these complaints. They simply ship a new order. But the best bet for the present is to begin to get tough. If you receive a complaint for non-delivery..., first try to find the order described in the complaint. If you can't find the original order and shipping record... send a form letter requesting the complaining "customer" for proof of payment and other details. The honest customers will be able to supply that proof. Those who are petty crooks will not be heard from again.

П

PHONY CLAIMS for lost shipments are in about the same category with bum checks. We ran an item about the growing number of bad checks in December Short Notes. Eric Unmack, president of the Westwood Sales Co., 635 Victoria St., San Francisco, Calif. sent us a post card he uses whenever there is the least doubt about the check received in payment for an order. The post card contains a friendly acknowledgment of the order. The price of remittance is filled in, and following the date order was received is this typewritten statement: "Your order will be shipped in ten days time." This keeps the customer happy and gives the check time to clear.

M

IF YOU HAVE OCCASION to use stock photographs, you may be interested in the Lambert Studios Silver Anniversary Catalog. More than 1500 separate subjects are illustrated, chosen from Lambert's library of several hundred thousand shots. The catalog, or viewbook, has 90 pages, is plastic bound and indexed for 104 general subject classifications. All photos can be ordered in 8 x 10" glossy prints, and color transparencies are available in a number of subjects. For complete information about this Anniversary Catalog (which costs \$2.00) write Harold M. Lambert Studios, 2801 W. Cheltenham Avenue, Philadelphia 50, Pa.

JI.

☐ A DAZZLING FOLDER was sent to us by Bruce Payne & Associates, 600 5th Avenue, NY 20, NY. The folder is a symphony of elegance, even to the accompanying letter which informed us that the folder was "Copy Number 26 of 1513." Subject of the mailer was planning, long and short range, and used as its central theme Queen Elizabeth and the defeat of the Spanish Armada. Point was that planning made it possible. Inside is a reproduction of an ancient portrait of the Queen, mounted on gold

paper against a deep blue background. Facing opposite is a pasted on parchment folder in the style of the Renaissance. A top-notch job, but topper was an enclosed onion skin sheet with "Technical Notes"—informed the recipient that the folder had been reproduced at Payne offices on a low-cost 8½" x 13" offset duplicator "such as is used by many organizations for the reproduction of routine typewritten reports." Just shows that you can get a lot of mileage out of basic equipment if you know how.

J.

☐ A WONDERFUL AND INSPIRING message is being mailed by Wheeling Machine Products Company of Wheeling, West Virginia. Simple one-page copy features a drawing of a famous statesman and a quote from him: "I do the very best I know how—the very best I can; and I mean to keep doing so . . ." Beneath is a chronology of milestones in his life:

Failed in business
Defeated for legislature32
Again failed in business '33
Elected to legislature34
Sweetheart died35
Had nervous breakdown36
Defeated for speaker
Defeated for Elector'40
Defeated for Congress'43
Elected to Congress
Defeated for Congress
Defeated for Senate
Defeated for Vice-President '56
Defeated for Senate
ELECTED PRESIDENT'60

Below this, the simple caption—Never Admit Defeat! The man in question— Abraham Lincoln.

J

☐ 'TT'S MUCH EASIER TO SELL to people who have already bought!" That is the inviting lead on a form letter mailed by Hank Henderson, manager of the Direct Mail Division of McGraw-Hill Publishing Co., Inc., 330 W. 42nd St., New York 36, N. Y. Letter promoted the use of McGraw-Hill lists. A 20-page catalog accompanied the letter.

Π

☐ HERE IS A DIRECTORY you may not know about. It is called "Know Your Congress." It is a 138-page, non-partisan publication, picturing and describing all members of Congress from the 50 states of the union. Gives their party affiliation, districts represented, home address, length of service, committee assignments, etc. Book also contains easy-to-read, non-technical articles on the powers, functions and jurisdictions of all congressional committees

... and the processes involved in making our laws. These directories are issued at the start of every congressional session. They are edited by Dr. Diosdado M. Yap, veteran Washington correspondent. Copies are priced at \$2 each and can be obtained from Capital Publishers, Inc., 1006 National Press Bldg., Washington 4, D. C.

Л

☐ GLENN STEWART, editor of the famous KVP Philosopher (now in its 29th year) has a new name as the house sponsor. On January 4, 1960 the Kalamazoo Vegetable Parchment Co. and the Sutherland Paper Co. were officially merged. The company (with 11 plants throughout the U.S.A. and Canada in addition to Kalamazoo) will be known as KVP Sutherland Paper Co. Now ranks in size among first 15 paper mills. House magazine name—Philosopher—remains the same, except for addition of an "S" after the "KVP" in the masthead.

JJ.

□ ACCORDING TO ATLANTIC AD-VERTISING, Atlantic City, N. J., 82% of all lost customers are lost due to neglect. To help clients counteract this, AA has introduced a line of Business Booster Cards, light friendly studio cards to send to customers and prospects. These cards come in three types: Inactive customer cards, Thank You Customer Cards and New Customer Cards. With business name imprinted, cost can be as low as 1½ e each (including envelopes) on quantity orders. Cards are cordial and inoffensive and might be worth looking into.

□ ON HIS 70th BIRTHDAY recently, Bill Feather retired as an officer and director of The William Feather Co., 9900 Clinton Road, Cleveland 9, Ohio. He had been taking things easier since 1956, when William Jr. took over as president. Now . . . no more titles. But Bill will continue to edit his wonderful house magazines. He now has 21 users of his service with a total circulation of 140,000. He hopes to keep on writing for another 10 years. All his friends and devoted readers join in that hope.

J.

☐ IS THE REPORTER on your mailing list to receive samples of all your direct mail promotions? It should be because you may give us an idea to pass along to others in Short Notes or a feature. It is best to list us twice. Send a copy to 224 Seventh St., Garden City, L. I., N. Y. and another one to 3 Bluff View Drive, Clearwater, Florida. •



This portable table SAXMAYER Model No. 6 is especially adapted to tie letter mail—also designed for general purpose tying of bundles in any sequence up to 6" high without adjustments. Adjustable legs and easters available at a small additional cost.

All SAXMAYER tyers are noted for SAFETY — automatic releases where needed; SIMPLICITY — all working parts are interchangeable; not only attractive in appearance but also EFFICIENT — fully automatic, speedy, firm, non-elip ties, economical in twine and time. Let us prove it on our trial basis.

Whatever your tying problem, there is a SAXMAYER model to meet it. Write us for details and literature

DEPT. M

NATIONAL

BUNDLE TYER CO.
Blissfield, Michigan

Farmer's Names

Write for Information-Ask for Group No. 3

ROSKAM POST OFFICE BOX 855 KANSAS CITY 41, MO. Direct Mail PROBLEMS SOLVED

- From creation of single pieces or campaigns to design and layout of complete
- private production plants. Write:
 - BERNARD A. ROSS
- DIRECT MAIL CONSULTANT
- 1427 Lucas St. Louis 3, Mo.

"Subliminal" Advertising

Ads, letters, literature with instantaneous appeal — that tells story at a glance and leaves lasting impression.

"That Jellow Bott" & Leo P. Bott, Jr., 64 E. Jockson, Chicago



NEWS

S. Arthur Dembner Chairman of the Board

Robert F. DeLay

Direct Mail Advertising Association 3 East 57th Street, New York 22, N. Y. MUrray Hill 8-7388

Edited each month by the staff of DMAA

West Coast Program Ladies Events Complete

Arrangements for a special wives entertainment program and confirmation of additional speakers has concluded the planning for the DMAA WEST COAST CONVENTION at San Francisco's, Fairmont Hotel, May 4 - 5.



Robert C. Dawson, ad director, Neiman-Marcus, Dallas, will give the retailers the pitch on how a famous department store tailors its direct mail promotions.

Another addition to the previously announced program, is a Question

U. of Illinois Institute Adds Industry Speakers

Finalizing plans for the June 5-10 DM Institute at Urbana, Ill., head-quarters has announced additional industry speakers who have agreed to serve as instructors.

Oliver Roskam, president The Roskam Company, Kansas City, will present instruction on mailing lists.

Another added starter is DMAA's Research Chairman, Huntley Geddes, R. L. Polk & Company, Detroit. and Answer Panel including: Francis Andrews, American Mail Adv., Inc., Boston; Fred Williams, Pennzoil, Los Angeles; Ed Lustig, Circulation Associates, New York; Glory Carlberg, Zellerbach Paper Co., San Francisco, and Lawrence Chait, Lawrence G. Chait & Associates, N.Y.

Wives attending the two-day meet will have a "whirl" of activities— Chinatown luncheon, tour of the Bay Area, fashion show at I. MAGNIN, cable car ride, and luncheon at No. 9 FISHERMAN'S WHARF.

The convention will open with a breakfast at 8:30 A.M. Moderator for the opening session will be, Bill McGrew, Circulation Director, Sunset Magazine. First day's afternoon session will be moderated by Bob Pierce, Alumni Assoc., Stanford.

Steering Committee Chairman, Jack Shnider, Zellerbach Paper co. will MC the opening luncheon, which will be held with the San Francisco Advertising Club. Richard Powers, ad director, Talon, Inc., will speak.

Thursday morning's session will be moderated by Jack Shelton, San Francisco Direct Mail Consultant.

The full convention program will be published in May issue of *The Reporter*.

Geddes is one of the outstanding research heads in the DM industry and will give the institute students considerable factual data from his years of experience.

Mike Rich, Ira Rubel & Company. Chicago, who delivered the popular ad agency compensation speech at the Fall workshop will be on hand to show attendees how agencies can be adequately compensated for collateral material creation and production.

DMAA Leaders Contest Has New Classifications

The DMAA LEADERS CONTEST for 1960, has new category divisions. INDUSTRY . . . Automotive, Pharmaceutical, Industrial and Consumer Products.

RETAIL . . . includes all efforts and products retail.

SERVICE . . . Public, Financial, Sales, Communications, Groups, and Personnel.

The contest closes for entrants on August 1st. Every year a few wonderful campaigns arrive after the deadline . . . don't let this happen to you. Begin now to collect your mailings for your entry. 5-copies required for winners! You can use mailings back to last August 1959.

Every producer of direct mail advertising is welcome to enter any number of campaigns whether he is a member of DMAA or not. Retailers are urged to participate because this is the most neglected angle of direct mail as far as DMAA LEADERS are concerned. There hasn't been a winning retail campaign since 1956!

Members will receive the complete new rules, and entry blanks shortly. Non-members are cordially invited to participate in 1960, so write Headquarters for blanks.

Industrial Committee Names G.S. Corigliano Member

The new 16-man committee serving interests of industrial users of direct mail includes, Manager of Marketing for SEL-REX CORP. of Nutley, New Jersey, Greg Corigliano. Sorry, his name was not included in list described last issue of THE REPORTER.



YOUR PRINTING
COMES TO LIFE
ON Nekoosa
OFFSET

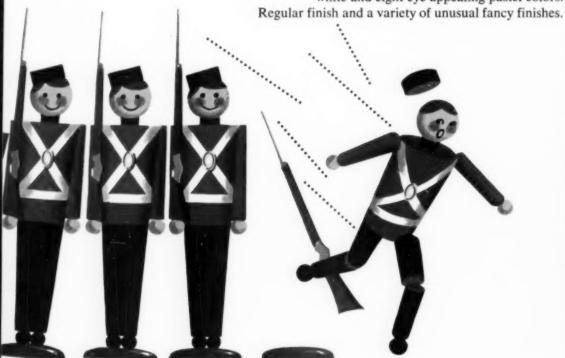
TRUE-TO-LIFE REPRODUCTION... ASSURED ALWAYS BY THE UNIFORM QUALITY OF

Nekoosa

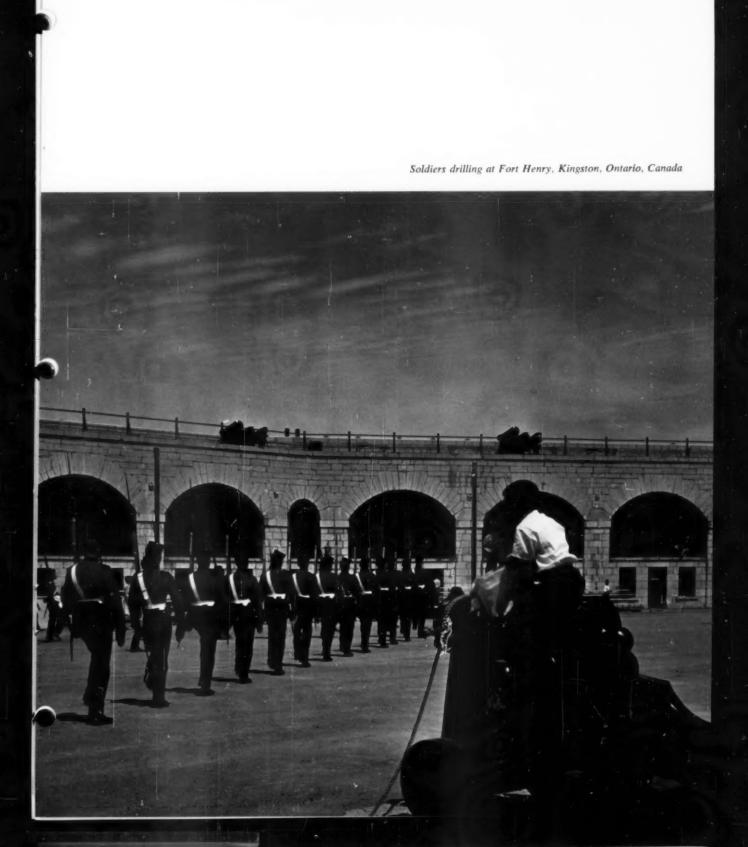
OFFSET

To obtain the colorful, life-like reproduction shown here requires a paper that always assures uniform impressions and accurate register. Nekoosa Offset is that paper . . . a fact that is rapidly making Nekoosa Offset first choice among America's leading designers and producers of fine printing. Available in white and eight eye-appealing pastel colors.

Regular finish and a variety of unusual fancy finishes.









Nekoosa

OFFSET IS AVAILABLE FROM THESE NEKOOSA PAPER MERCHANTS

A Abilene, Texas	cany Ltd. cany cany clion cany lion cany Inc. Div. cany cany cany cany cany cany cany cany
Baltimore, Maryland, The Barton, Duer & Koch Paper Baltimore, Maryland,, The Paper Supply Comp	Co. lany Inc. Div. lany lany lany lany Inc.
Baton Rouge, La., Louisiana Paper Co. of Baton Rouge, Battle Creek, Michigan	Inc. Inc. any
G Canton, Ohio	any any any any orp. any any Co. any any
Dallas, Texas Southwestern Paper Company of Da Davenport, Iowa The Peterson Paper Comp Dayton, Ohio The Cincinnati Cordage & Paper Denver, Colorado	any Co. any any any any
Elmira, New York Horwitz Broth Enid, Oklahoma Enid Paper Comp Evansville, Indiana Butler Paper Company, I	any
Fargo, North Dakota Dacotah Paper Comp. Fort Wayne, Indiana Millcraft Paper Comp. Fort Worth, Texas, Southwestern Paper Co. of Fort Wo	any any
Galveston, Texas, Southern Paper Comp. Gloucester City, New Jersey Rhodes Paper Comp. Grand Rapids, Michigan Central Michigan Paper	any any
Hackensack, New Jersey, Garfield Card & Paper Co., I Harrisburg, Pennsylvania Penn Paper Comp Helena, Montana Ward Thompson Paper Compe Holyoke, Massachusetts . Plymouth Paper Company, I Houston, Texas Houston Paper Compe Houston, Texas Southwestern Paper Compe Huntington, W. Va., The Cincinnati Cordage & Paper (ne. any any ne. any any Co.
Idaho Falh, Idaho American Paper & Supply Compound Indianapolis, Indiana Century Paper Compound	
Jackson, Michigan Crown Paper & Bag (Jackson, Mississippi Central Paper Compa	Co.

	Jacksonville, Florida Jacksonville Paper Company Jamestown, New York Millcraft Paper Company Jersey City, New Jersey . Gotham Card & Paper Co., Inc.
H	Kansas City, Missouri Butler Paper Company Knoxville, Tenn The Cincinnati Cordage & Paper Co.
E.	Laconia, New Hampshire Goodwin Paper Company Lewiston, Maine Berry Paper Company Little Rock, Arkansas Arkansas Paper Company Lima, Ohio The Cincinnai Cordage & Paper Co. Longview, Texas Etex Paper Co. Los Angeles, California Butler Paper Company Louisville, Kentucky Superior Paper, Inc.
M	Macon, Georgia The Macon Paper Company Memphis, Tennessee Memphis Paper Company Miami, Florida Everglade Paper Company Milwaukee, Wisconsin Standard Paper Company Minwaukee, Wisconsin Universal Paper Company Minneapolis, Minnesota Buller Paper Company Minneapolis, Minnesota Martin F. Falk Paper Company Minneapolis, Minnesota The Paper Supply Co., Inc. Mobile, Alabama Paper In Paper Company Monroe, Louisiana Louisiana Paper Company, Ltd.
PH	Montgomery, Alabama W. H. Atkinsoh - Fine Papers Nashville, Tennessee Bond-Sanders Paper Company
	Newark, New Jersey The Paper Mart, Inc. New Orleans, Louisiana Butler Paper Company, Inc. New Orleans, La The D and W Paper Company, Inc. New York, New York Bishop Paper Company, Inc. New York, New York Greenwich Paper Corporation New York, New York Marquardi & Company, Inc. New York, New York Marquardi & Company, Inc. New York, New York Saxon Paper Corporation New York, New York Saxon Paper Corporation New York, New York Walker-Goulard-Plehn Co.
o	Oakland, California Pacific Coast Paper Company
	Ogden, Utah American Paper & Supply Company Oklahoma City, Oklahoma Oklahoma Paper Co.
	Omaha, Nebraska Field Paper Co. Orlando, Florida Central Paper Company
P	Peoria, Illinois J. W. Butler Paper Company
	Peoria, Illinois
-	Raleigh, North Carolina
8	St. Louis, Missouri Butler Paper Company
	St. Paul, Minnesota
	Savannah, Georgia Atlantic Paper Company Scranton, Pennsylvania Elm Paner Company
	Seattle, Washington West Coast Paper Company Shreveport, Louisiana . Louisiana Paper Company, Ltd. Sioux Falls, South Dakota Sioux Falls Paper Company Spokane, Washington McGinnis Independent Paper Co.
	Springfield, Missouri Butler Paper Company Tacoma, Washington Allied Paper Company, Inc.
	Tallahassee, Florida Capital Paper Company
	Tampa, Florida
	Texarkana, Texas Louisiana Paper Company, Ltd. Toledo, Ohio Paper Merchants Incorporated Tulsa, Oklahoma Beene Paper Company
,	Tyler, Texas Etex Paper Company Walla Walla, Washington Snyder-Crecelius Paper Co.
	Washington, D. C The Barton, Duer & Koch Paper Co.
	Waterloo, Iowa Waterloo Paper Company Wheeling, West Virginia Clarke Paper Company
	Wichita, Kansas
	Worcester, Mass Bancroft-Worcester Paper Co., Inc.
	EXPORT New York, New York, Champion Paper Corporation, S.A.
	New York, New York, Paper Corporation of United States CANADA
	Vancouver, B. C Smith, Davidson & Lecky, Ltd.

NEKOOSA - EDWARDS PAPER COMPANY

PORT EDWARDS, WISCONSIN

Mills at Port Edwards and Nekoosa, Wisconsin, and Potsdam, New York



REGIONAL SALES OFFICES:

New York - 375 Park Avenue Chicago - - - Prudential Plaza San Francisco - Russ Building Atlanta - - - Peachtree Bidg.



Ferd Ziegler, V. P. McCann-Erickson Speaker-West Coast Convention

"Direct Mail-the Sharpest Tool in Industrial Marketing"

. . says, Jay M. Sharp, Manager of General Advertising for ALUMI-NUM CO. OF AMERICA, in his keynote speech at DMAA's Industrial Workshop (April 21st, HOTEL PENN-SHERATON, in Pittsburgh.)

Other vital subjects include those by: George Head, Manager of Advertising & Sales Promotion for NATIONAL CASH REGISTER CO. who will give his luncheon talk on, "DIRECT MAIL WITHOUT GUESSWORK." Gifford Booth, Vice President & Sales Promotion for NATIONAL CASH REGIS-TER CO. who will give his luncheon talk on, "DIRECT MAIL WITHOUT GUESSWORK." Gifford Booth, Vice President & Sales Manager of MC CORMICK-ARMSTRONG CO., INC. has chosen to describe, "SHOWMANSHIP IN INDUSTRIAL DIRECT MAIL." Robert Chatley, Director of Sales Promotion & Advertising of CESSNA AIRCRAFT, speaks on "DIRECT MAIL PUTS SALES-MEN ON THE MOVE," Arthur O. Dietrich, Sales Promotion Manager, MINNEAPOLIS HONEYWELL REG. CO.. will show "HOW DIRECT MAIL SWITCHED PROSPECTS TO THE HONEY-WELL LINE." John Yeck, Partner. YECK & YECK, will tell, "HOW DIRECT MAIL CAN HELP YOUR SALES FORCE,' while "Pete" Hoke, Publisher, REPORTER OF DIRECT MAIL ADVER-TISING, will entertain with, "IT PAYS TO ENTERTAIN.

Top flight creative and marketing men, postal authorities, production and list men, will head tables for

discussion on "INVESTIGATION & IN-SPIRATION," "ADDRESSING SYSTEMS, OLD AND NEW", and "LIST PROCURE-MENT PROBLEMS."

J. J. Mahoney, of ALCOA has "crated" a big day, from the coffee and donuts at 8:45 through a delicious luncheon and on until the end of the afternoon . . . the whole plan is geared at top level.
Write or call DMAA HEADQUAR-

TERS for further details.

DMAA Launches Another "First"-The Business **Letter Writing Workshop**

The basic unit for DIRECT MAIL ADVERTISING IS THE SALES LETTER. It is also the most neglected, the most taken-for-granted "offspring" in advertising, and all business.

Bob DeLay decided to do something about it. He's going to have DMAA sponsor a BUSINESS LETTER WRITING WORKSHOP. He has enlisted some of the well known "men of , the eminent Messrs. John letters' Yeck, "Bus" Reed, and Paul Bringe to plan for this event. They are scratching their brilliant heads at this time to decide the specific subject breakdowns which will fulfill the specific needs in this large area. You can depend that their program, when announced, will be a good one ... valuable to all advertising people. (Details, next issue.) The Workshop is scheduled for Monday, May 23rd, at THE HOTEL PLAZA, New York City.

June 15th Shoe Leather Day, Will Produce **Unusual Promotion**

What's Shoe Leather Day?

DMAA headquarters has been beseiged with letters and telephone inquiries regarding this so-called mys-

However, it isn't a mystery to some 200 DMAA members who are preparing for an all-out "walkathon" on June 15 to enlist new members for

The novel idea was brain-stormed by Board member Ferd Nauheim. Kalb-Voorhis & Co., Washington, D. C. and implemented with the help of Guy Yolton, Nation's Business, Washington, D.C. and Bernie Fixler, membership committee chair-

State and city leaders were selected to form area committees and forward lists of "member prospects" to headquarters. A series of mailings and sales kit materials were then distributed to "warm up" prospects and to give ammunition to the area leaders and their committees. Attractive "shoe leather stationery", calendars and reply cards are being used to spark the campaign.

It is expected that on Shoe Leather Day all local committees will put on their walking shoes and call personally on some 3000 prospects. DMAA expects to add more than 500 members on June 15th! If you'd like to help just write DMAA headquarters, Attn.: Shoe Leather Day

Committee.

Have You Heard?

Ross Roy walked off with honors again with their DMAA LEADER CAM-PAIGN! ANNUAL MEDIA AWARDS gives the CERTIFICATE OF MERIT for their now-famous "spiceshelf" campaign, the promotion that promoted their own services. They won in classification for MEDIA TECHNIQUES. Presentations of awards at the Starlight Roof, Waldorf-Astoria Hotel, Inc., N. Y. C., Thursday, April 7th. Congratulations!

Calendar of Events

APRIL

- 1 Fort Worth-Dallas Direct Mail Day, Colonial Country Club, Ft. Worth
- 5 New Orleans-Direct Mail Day ...
- Minneapolis Direct Mail Day, Hotel Normandie
- Chicago-New York-Philadelphia-Direct Mail Days
- Pittsburgh Penn Sheraton Hotel, 3rd Annual Industrial Workshop MAY

4-5 San Francisco - Fairmont Hotel, DMAA WEST COAST CONVEN-

- 17 New York City-Sales Letter Work-
- shop-Hotel Plaza Washington, D.C .- Direct Mail Day JUNE
- 5-9 Urbana, Illinois-University of Illinois, DIRECT MAIL INSTITUTE (further details write DMAA)

AUGUST

1 Deadline 1960 DIRECT MAIL CONTEST ENTRIES

OCTOBER

9-13 Miami (Bal Harbour) Florida-43rd ANNUAL DMAA CONVENTION



Choose an EAGLE-A TROJAN BOND PAPER

TROJAN BOND COCKLE FINISH - TROJAN BOND OPAQUE - TROJAN LAID - TROJAN BOND SMOOTH VELLUM

To get the right bond paper for every job, specify an Eagle-A Trojan Bond paper every time! The Eagle-A Trojan group of 25% cotton fiber bond papers offers you a choice of finishes — ideal for letterpress, lithography and raised printing. Every Trojan Bond paper has a fine appearance and good printing, typing and erasing qualities. They're all available in standard weights and sizes in sparkling whites — and Trojan Bond Cockle

Finish comes in attractive colors, too. Here's your best choice of bond papers for business stationery and direct mail with envelopes to match. For a sample portfolio, write Dept. R.



AMERICAN WRITING PAPER CORPORATION, HOLYOKE, MASS., MAKERS OF EAGLE-A COUPON BOND AND OTHER FINE EAGLE-A PAPERS

THE 1 3 th

A Look at the Roles of Research and Creativity in Creating Copy

by A. Edward Miller, Publisher, McCalls Magazine

REPORTER'S NOTE:

Ed Miller spoke on The 13th Letter in his keynote address to the DMAA Circulation Workshop in February. His talk—with minor deletions—is reproduced here for you to read and enjoy. Briefly, the 13th letter is the letter that was never written, the letter that might have turned a failure into success, a good effort into an excellent one. But don't think this is merely a philosophical "think" piece. There are some good grass roots fundamentals for all of us here. Ed Miller is currently the publisher of McCall's, where he is also a Vice-President. He was formerly for many years Director of Research and then Assistant to the Publisher of Life Magazine. This speech was a highlight of the Workshop, but there were many other informative and interesting talks by leaders in the circulation field. Excerpts from some of these talks follow this article.



OUR EXPERIENCES and our jobs tend to color our judgments. Since many of my experiences are in the field of research, that's what I'm going to talk about.

In the business of producing direct mail material we are paying far too much attention to research. Much of it is the wrong kind of research. The servant has become the master. Research which simply reports on that which has been is nothing more than statistical navel contemplation. Research has the very same need for creativity as the copy writer if it is to make a significant contribution to direct mail selling or anything else for that matter.

Perhaps I can make my point with this little allegory. Suppose you were President of the Thomas Alva Edison Kerosene Lamp Co. Yours is a progressive company even though the year is 1762. You want to produce the very best in lighting so you retain the King George Gallup Research Company to measure and report consumer opinions and attitudes on home lighting. The interviewers wander from cabin to cabin and elicit a great deal of useful opinions and attitudes on home lighting. We'd undoubtedly hear a great deal about longer wicks, smokeless wicks, slower burning wicks, keroseneless lamps and so forth but no one but no one would likely say that my idea of home lighting is to have a switch on the wall which when touched would silently move and suddenly project any predetermined amount of light flowing directly or indirectly through the room.

Here we have the essential difference between research which performs a useful, necessary, routine study of that which has been. To be sure it does in a way contribute to better business management. On the other hand there is the inventive, creative, inspired kind of research which can lead management into new and significant areas of progress.

Through the years, we have listened with awe to the play-by-play descriptions of massive, 12-letter tests. We have learned that out of the 12 letters tested, letter number five (or was it letter number seven?) won out when the test responses were projected to the third decimal point.

More sophisticated testers really settle the problem for all time by determining the cost per order and even anticipate the future order renewal possibilities for the present orders.

This conclusive money-on-the-barrelhead testing brings a warm glow of satisfaction to every direct mail specialist. We are supremely confident that science is on our side.

In a business where insecurity and uncertainty prevail it is so reassuring to have an incontrovertible test which eliminates all doubt. This enables us to delegate all judgment and responsibility. Science takes us by the hand and points to the answer.

But, no matter how successful this mailing is, there is one thing that will never be known. We will never know if the effort could have been even more successful. Sure, the best of twelve letters were used.

There is a further tendency I've observed to develop a simple single reason why a particular letter was most successful. It defies human comprehension to say that a complex interrelationship of factors like price, offer, copy, color or letter, signature, all working together produced this particular result. It is a little bit like saying that the basic cause of divorce is marriage.

Suppose there was another 24 hours in which to write just one more letter. Suppose one new writer, or an old one for that matter, had just one new idea for a letter. Suppose one, new, never-tried appeal is tossed in just for fun. These are but a few reasons for writing just one more letter — the 13th letter.

The thirteenth letter which was never written might well have been the greatest producer of all time. We will never know.

Why wasn't the thirteenth letter written?

There are a number of answers to this question. The first and most ridiculous reason was that the test called for only twelve letters.

The decision to test 12 letters was made long before a word of the first letter was written. So, before any creative thinking started, the inhibitions of research were already at work. And, immediately, creativity suffers by a research demand that is completely arbitrary.

You can see the writer now. Secluded in his lonely cell, he sits staring at a blank sheet of paper. He has only one thought. Twelve letters. Twelve different letters to be pounded out in the next ten days. Twelve letters.

Then, slowly, the oppression of having to produce twelve different and effective letters begins to ease from

his mind.

He has an idea. He mulls it over. He gets excited about it. But then, before he has written the first sentence, the terrible inhibition of research rears its ugly head once again. Our writer suddenly remembers that he had worked up a similar idea a few years ago. It flopped. It was for a different product, to be sure. And conditions have changed since he tried it out. But he can't take chances. There's too much at stake. So his letter dies at birth. And all because research had once proved that the granddaddy of his letter's forty-second cousin was a no-good failure.

I wonder how many effective pieces of mail are killed because somebody said "We tried something like that a couple of years back, but it didn't work?" There isn't a man or a woman in this room who hasn't heard this death sentence pronounced. And, I'm equally sure, there are more than a few of us here who have pronounced it ourselves on some piece for which everybody else

concerned had shown enthusiasm.

I've made it a point on a number of occasions to trace back on the "death sentence" and found without exception that there were enough differences in tests or test conditions or material tested to invalidate the application of old test results to new material. This use of "research" is not only death to a mailing piece, but also it is death to the creative spirit. It is a use of research which cannot be defended.

What can the copy writer say to defend his creative work except restate his reasons for writing it? And they would be about as convincing, under the circumstances, as trying to prove to your wife you really love her when she gets the idea into her head that you don't like

her new hat!

So what happens to our writer? He churns out his 12 letters. But something inside him has died. His creativity is impaled on the needle-fine points of research. As idea follows idea, his fear of repeating past failures crowds in on him. He plays it safe. And what comes out are bland imitations of past successes. You might say it's a situation in which the bland is leading the bland. Creativity is dead. Mediocrity triumphs.

ONE-MAN SURVEYS

But research isn't the only inhibitor at work on our creative genius. Formal research, that is. There is another — and probably more insidious — kind of research

at work. The one-man survey.

Everybody who creates direct mail works for somebody—the man who says yes or no. Although direct mail material is created to please and to activate thousands upon thousands of people, no piece ever got beyond the layout stage unless it pleases one person. Count 'em. Just one person. No matter how good, bad, or indifferent a piece of copy is, no matter how dramatic a layout is, all the thinking and careful preparation is futile, is a waste, if the man who has the power of approval has a built-in dislike for some part of the job. Call it personal prejudice, if you will. It's still a fact of life. The most dynamic piece of direct mail with the greatest potential selling power will never see the inside of a print shop if the man with the veto says no. Never underestimate the role of ego in this process. If he's pressed to the wall to justify the personal prejudice which made him say no, the boss man inevitably comes up with some dimly remembered research. And, as soon as he says research, all argument dies. Research. This is the last word. But not always.

Fortunately, there are still a few men who recognize that their prejudice cannot be justified simply by mumbling the word research. They recognize their prejudices for what they are — personal. And men who have the breadth of understanding to realize this, also have the wisdom to recognize what their veto-producing prejudices can do to the creative spirit of those who work for them.

DON'T INHIBIT CREATIVITY

This happened at McCall's recently. Our editor, Herb Mayes, was talking with a group of his senior editors when one started describing an idea with the words, "I know you won't like this, Herb, but..." Well, much to the senior editor's surprise, Herb did like the idea. And, although it was close to a previously expressed dislike, Herb recognized in the idea a creative twist which gave the concept a new and vital dimension. So it was used and proved to be highly successful.

But that wasn't the only value which came from that apologetic presentation of the idea. Herb Mayes had been made aware of the fact that his personal prejudices were inhibiting—consciously or subconsciously—the creativeness of his editors. New ways of doing things were being strangled at birth by their creators because of vague interpretations and misinterpretations of Herb Mayes' likes and dislikes. Personal research. One-man surveys.

But Mayes has put a stop to that. And simply. He asked each of his senior editors to give him three ideas which they were positive he wouldn't accept. They did. And not only did McCall's get a carload of exciting new editorial ideas, but McCall's editors are now convinced that no creative idea should be abandoned before it is submitted for consideration.

So here is one instance where the removal of all the unnatural restrictions which subjugate the creative spirit

has paid off. The 13th letter was produced.

Why did we ever allow ourselves to be trapped by these creative restrictions? The most carefully executed research on mailing A can never tell you what kind of response you can get from mailing Z. You can never anticipate with accuracy the reaction of an individual to idea B because you get an adverse response to idea Y. There is only one sure guide to what might be right and what might be wrong. It is the creative instinct.

I can't describe what I mean by the creative instinct. People who can't write have it. People who can't design have it. People who can neither write, design nor even play the piccolo have it. Either you have it, or you don't. If you don't have it, I cannot explain it to you. If you have it, you know what I'm talking about. To be the possessor of the creative instinct is to be endowed with a priceless gift. But it must be used with judgment and with wisdom. It is not a permit to shoot on sight.

Not to have the creative instinct is a natural lack in most people. They go merrily through life without it, or even being aware of not having it. And, by and large, it doesn't matter. But when these people find themselves in positions of authority, then the trouble starts. When they are required to express opinions on the creative product, they are lost. They cannot admit they have no

judgment. Pride of position is suddenly in jeopardy. So they become profound. They resort to the use of subterfuges. Research is one. Numbers never lie they say. One and one make two. This was done, this happened. Therefore, if this is done again, the same thing will happen again.

It's all so simple. They remember their Euclid. But it's a 'fur' piece from Euclid to Einstein. And somewhere in the middle of it all there is a fourth dimension they

now not.

Motivation research has found a haven with people of limited creativity. Here at face value are the appeals which motivate consumers to act as we want them to act. It has all the necessary scientific trappings and great business appeal as well. Why, it even enables us to probe into things the consumer is incapable of revealing or disclosing. The fact is that motivation research taken as a hypothesis development tool can provide useful stimulation to truly creative people. Taken as literal gospel by the uninitiated it can ruin a business.

Research is not the only crutch for those who lack the creative instinct. Remember brainstorming? Walter Weir, in his new book, "On the Writing of Advertising," speaks to my point. He condemns brainstorming as the power of non-creative people to tinker with the creative

man's work. A good definition.

Weir makes another excellent observation on the inhibitions which brainstorming has on the creative mind. In group creating, Walter Weir argues, the creative person isn't under enough pressure to create. In the lunatic atmosphere of the brainstorming session, the creative person is reduced to the same level as the non-creative person. It is impossible, under the circumstances, for the creative person to realize the full potential of his talents.

Says Weir: "Groups are incapable of passionate convictions until inspired by an individual. And the individual is incapable of inspiring groups unless he works

alone."

And that brings me back to the thirteenth letter. Remember? The letter which was never written.

If, instead of being inhibited by inconclusive findings of test mailings done years ago, the creative instincts of the writer would have been applied to the problem at hand — producing the most exciting, convincing arguments in favor of the product being sold today.

If, instead of listening to the subconscious warnings of what his boss's reaction to his work might be, all the writer's creative instincts would have been directed at gaining the most favorable reaction from the most

demanding of all critics - the customers.

If, instead of allowing the writer to thrash around weakly in a quagmire of real and imagined restrictions, his creative instincts and abilities would have soared. And the thirteenth letter, the letter which was never written, would have probably been the first, the most inspired, the most successful letter of them all.

So, in closing I give you Miller's law: To decrease the significance of the decimal point, Increase your reliance on the creative instinct. And write the 13th letter first.

•

NOTES FROM THE DMAA CIRCULATION WORKSHOP

• Guy Yolton says that of all the people ordering reprints from *Nations Business*, only 10-15% are subscribers. That list (when mailed to) pulls a healthy 5% return.

• Did you know that last year McGraw Hill turned down 22,543 subscriptions because they weren't "qualified" (i.e. outside the editorial market). Loss to McGraw-Hill about

\$115,000 in business.

• McG-H's Aviation Week has been making special mailings to subscribers, sending them order cards which they can pass on to friends who are not subscribers. Sending 3 order cards brought good results, but 5 cards did even better, and 7 did even better than 5. Right now they're mailing 9 order cards and that seems the best. You have to test to see what's best for your magazine, but it seems like a good idea.

 Dick Loyer of McG-H also told workshoppers that 50% of those sending in bingo cards were non-sub-

scribers.

 Cal Estes of Conde-Nast (Vogue, Glamour, House & Garden, etc.) highlighted some unusual carriers he's used to promote circulation. For example, on pajama labels, paper bags, in knitting books to yarn shops, order cards with dress patterns, in "pocket books"— all seem to work.

● Elsworth Howell of Grolier told group that more profit can sometimes be made from auxiliary or follow-up products. Grolier's been able to repeat the exact same offer to the same list within 6-12 mos. of the original and get a return 60% of the original return.

● New magazine American Youth sported 1,200,000 circulation with second issue... aimed at teens, they get names from new driver registrations of the MVB's. Tom Tucker of Ceco Publishing Co. says there's over 1 million teen drivers now, many more to come soon.

■ Today's Health has a healthy renewal percentage . . . 55.2% overall, but 82% on those subs originally

sold by direct mail.

• Did you know Time's renewal series is only 4 letters? Second includes a return card and a pencil, asks subscribers to check yes or no whether he wants to resubscribe. Third is a repeat of second, and fourth (at time of drop) features cover of the issue recipient missed.

If that doesn't bring him back, they send no more mailings.

Martin Gitow (Parent's Magazine) says there's no sure thing when it comes to a premium. A \$2 or \$3 globe won't create the response caused by a 10¢ box of crayons when mailing for children's magazine. They are trying to discover whether it's best to mail to kids or to their parents, but tests are inconclusive.

◆ Ted Bihler of the Journal of Commerce recapped his speech before the G&H Club in Miami, said: postal finances are a confused mess. Suggested hand-in-hand cooperation and consultation with the P.O. and Mr. Summerfield, and a well-defined rule for air handling of bulk mail.

◆ Question & Answer period with a panel of experts capped afternoon proceedings. Panel headed by Newsweek's Red Dembner included: American Heritage (Frank Johnson and Irwin Glusker), Life (Jim Alberse, Bob Yahn, and Bill Murphy), McGraw-Hill (Dick Loyer, C. J. O'Connor and J. Raymond LaDue), Newsweek (Eugene Milbauer and Albert Specotti) and consultants Walter Wentz and Sam Meyerson. ◆



tops from inside this folder appears below

He Gained An Enduring Place in The Panteon of Taoist Mythology

Chung-li Ch'wan, who is said to have lived under the Chou dynasty (1122-249 B.C.) is one of the eight famous immortals venerated in Taoist mythology, as having discovered the elisir of life. He is generally depicted in old prints as a fat man holding a fan with which he was supposed to have revived the souls of the dead.

One legend relates how he tested the fidelity of his beautiful young wife. With the aid of powerful spells he pretended to be dead, while at the same time assuming the shape of a handsome young man. Without too much difficulty he wan the love of his "widow", who promised to marry him. Chung then asked his betrothed for the brain of her late husband for use in making a powerful potion. She readily agreed, and opened the coffin to comply with her lover's request. To her horror, her "late" husband suddenly came to life while her admirer disappeared into thin air. Unable to survive her shame, she hanged herself while Chung-lic Ch'uan lives on today, according to Taolit legend.



EIGHT CHINESE IMMORTALS SELL METICORTEN

An unusual campaign to doctors sparks drug sales

L AST FALL, Meyer Brown, president of Brownie Manufacturing Company (55 Frankfort St., N. Y.) called on Paul J. Micali, Director of Advertising and Promotion of Schering Corporation, Bloomfield, N. J. It was not an unusual call. Brown had come to talk to Paul about some direct mail ideas he had.

That's the way Brown works. He does little promotion, little advertising. He has his offices in downtown New York, and when the spirit moves him, he makes a few calls on old customers and prospects. He has no catalog — everything is in his head. On his visits, he brings along a bag or a valise containing an assortment of Brownie gadgets (which include pop-up viewers, collapsible record players, window-shade tip-ons, popup parasols and many other offbeat gimmicks).

Often Brown will take the customer's old mailing pieces and dabble with them, changing them around and adding gadgets. Usually, if the customer needs something unusual for a campaign, Brownie can get it for him. But very often, he will have an item in stock and will try to sell the customer on using it (when he suddenly comes across piles of Chinese yen or thousands of Formosan butterflies). That's what happened at Schering.

Brown showed Paul Micali a small Chinese doll. It was flat, unmounted, and shopworn from too much handling. But a potential was there. The doll, made in Hong Kong, was dressed in oriental silk and its face was hand-painted. Paul nodded, said he'd think about it, and Brownie left the doll.

That was the beginning of one of

Schering Corporation's most successful direct mail campaigns . . . the Eight Chinese Immortals. You see, each of the eight dolls represents a character in Taoist mythology. There's Chung-Li Ch'uan who revived the souls of the dead with a wave of his fan, and Lu Tung-Pin who rid the world of dragons. Incorporated into eight different multi-colored mailing pieces, the orientals set about on a "reminder" campaign to keep the name of Schering's Meticorten fresh in doctors' minds.

The object of the campaign was to make a quick impression. There was little need to "sell" Meticorten. It has been in use for the past five years, a long life in the drug trade where a year or two may mean obsolesence in the fast-moving research labs of the major drug firms. All the Immortals had to do was prompt the doctor into opening the envelope and read the name of the drug. This, they did (and are doing) very handsomely.

Schering is mailing the Eight Immortals, mounted on 9" x 4" folded cards, to 100,000 doctors (primarily general practitioners, dermatologists, internists, allergists and eye-ear-nose-and throat men). The first was mailed in November 1959. At this writing Number 5 has just been mailed and the 8th and final one will be mailed this month (April 1960).

With the campaign a little more than half over, Schering has already received 700 letters from doctors all over the country. Almost all are enthusiastic—none were solicited. Many doctors and their wives have requested duplicate sets for friends or colleagues, and many plan to frame their sets. Much praise has

been lavished on Schering for their imaginative campaign and many doctors have called it the most unusual and interesting mail they've received. As far as sales are concerned, sales of *Meticorten* have gone beyond expectations, Paul tells us, and a good deal of this success is attributed to the Eight Immortals.

The dolls are 6½" high and are dressed in oriental silk. These garments are made from remnants and leftovers in many cases, and no two figures are arrayed exactly alike. That is, Lu Tung-Pin to one doctor may be wearing a blue robe, but the next Lu Tung-Pin may be wearing a yellow robe. All the faces have been handpainted in Hong Kong and many of the dolls sport beards made from black and white thread.

The cost of the dolls? Hard to isolate, but Paul told us that each card, including cost of paper, printing, lithography, the doll (and its attachment) cost Schering 10¢.

We asked Paul if it was unusual for a large drug firm to spend a good deal of money to promote a product that was "old", or whether the bulk of the promotion went into the newer products. He told us that it's very difficult to predetermine just how much will be spent on a promotion.

For instance, if you happen to be the first on the market with a new drug, chances are that a good deal of money will be spent in getting its name before the doctors. If you are second or third (and not far behind) you may spend just as much to overcome the leader's headstart. If you are the seventh or eighth firm to produce the drug, you probably will not spend as much, if at all.

Meticorten, for example, when it was introduced in 1955, made Cortison virtually obsolete. The latter drug had enjoyed a reign of only three years before it was supplanted. Meticorten, which replaced it, was alone in the field for about 3 months, and in that time captured virtually all of the market. When imitators and follow-up products began to hit the market, those johnnie-come-lately's came up against tough sledding. Now in 1960, Meticorten still enjoys the number one position among drugs formulated to combat rheumatoid arthritis, but the competition is everpresent.

To maintain their position Schering wants to keep the name Meticorten before the doctors. They don't have to explain it, they don't have to prove its value, and the Eight Chinese Immortals, with their distinctive appeal, are handling the job admirably.







The Eight Chinese Immortals are comprised of Chung-li Ch'uan: Chang Kuo-Lao (who grew a new set of teeth; Lu Tung-Pin (who rid the world of dragons); Li T'ieh-Kuai (who lost his body and had to borrow another); Ho Hsien-Ku (who was granted eternal life on a diet of moonbeams and powdered mother-of-pearl); Han Hsiang-Tzu at whose command flowers bloomed); Lan Ts'ai-Ho (who carried a basket of supernatural peaches); and Is'oo Kuo-Chiu (who was given a recipe for perfection). Each Immortal is clothed in various colors of silk, and their faces are all hand painted.

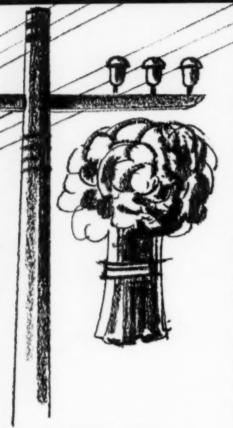












REPORTER'S NOTE:

Even though you, as a Reporter reader, may have no dreams of becoming an author, this investigation of a misleading mail operation should interest you. Save this story carefully to show to any friends or employees who are tempted to embark on a "cooperative publishing" venture. We promised several months ago to start exposing and publicizing the crooks who use the mail. This is one of the first reports. Others will follow. We decided not to reveal the names of the culprits, because by the time the article appears in print, our complete file of correspondence with the "vanity" boys will be in the hands of the Chief of Inspection Service of the U.S. Post Office. We don't want to interfere with their work by giving advance warning. If Peter Fischer's fake pooms should be called "legal entrapment," the inspectors will find plenty of other cases of deliberate fraud in the "vanity" files. Incidentally, it's too bad all of Peter's phony poems cannot be published. When I received my copy down in Clearwater and read the letters praising them, I had the best laugh in many a moon. The whole situation would be funny if it wasn't so serious to thousands of people who have been victimized. For more information on how to avoid being victimized, write to Writer's Digest, 22 E. 12th St., Cincinnati 10, Ohio and ask for copy of article which appeared in the November 1959 issue, "Will You Pay to Have it Published?"

A CASE OF

LITERARY LARCENY

by Peter S. Fischer, Field Editor

Vanity publishers aren't all illegal, but most are extremely deceptive. Fly-by-night used car dealers aren't exactly illegal either, or astrologers, or phony psychoanalysts, but the government has closed up many of them.

If you don't know what a vanity publisher is, let me explain. He's nothing more than a puffed up printer who charges an author to print the author's work with the implied promise of wealth, fame and happiness forever. The charge for this pot o' gold runs between \$800 and \$3000 depending upon the length of the book. For his money (in addition to the previously mentioned intangibles) the writer receives a 40% royalty on all copies sold, a specified number of free copies for his own use, and the "publisher's" promise that major newspapers and magazines will receive review copies.

The truth of the matter is that rarely does a vanity-printed book sell many copies, and that reviewers—fed up with the low quality of writing—seldom read their copies, let alone review them. Moreover, if the author wants more than his specified allotment of books, he has to buy them from the "publisher." Seems to make no difference that he had to pay for the printing of each and every copy.

Contracts from these vanity publishers (they like to call themselves "subsidy publishers") are pretty fool-proof. Miscellaneous quotes:

"... neither party estimates nor guarantees the number of copies of this work which will be sold..."

"...copies so to be bound from time to time as to meet the demand for such work..."

And many more "either-or," "notwithstanding" and "up to" clauses. An "up to" clause? For example, we will distribute up to 300 copies; or, we will submit for review up to 50 copies; or we will continue to promote the book for up to two years. The shoddiest deception of all, however, is the vanity publishers' claim to have an editorial department which professionally evaluates the author's work and judges it as to suitability for publication. This is, for the most part, unadulterated verbal garbage. If the editors of these boiler-room binderies are professional literary judges, then God help all writers. Terry and The Pirates may yet win the Nobel Prize for Literature.

Telephone Poles and Broccoli

To find out what sort of editorial judgment these displaced typesetters possess. I concocted a book of poems entitled telephone poles and broccoli. This collection—forty poems in all—was written in the space of 2 hours and ten minutes. No attempt was made at meter, sense or ryhme. Only a basic coherence was pumped into them so the publisher would not detect an obvious insincerity of motive. Believe me, the hardest part was thinking up titles.

(I have since discovered that an experiment of this nature was undertaken by John G. Fuller writing in Trade Winds in the August 1st issue of the Saturday Review of Literature. Under the guise of a Mary B. Copeland he wrote a set of poems and began a postal free-for-all with one publisher. I believe I have done Mr. Fuller three better by contacting four publishers.)

I requested further information from 8 vanity publishers whose ads appeared in a leading writing magazine. From the 8, I selected four whose promises seemed the most Utopian and sent each a copy of telephone poles and broccoli. Here's what happened.

Publisher A surprised me. He turned me down with a curt form letter—the usual indication that my material "was not up to the standard required for successful book publication." Since, however, my poems were so hastily composed and so badly written, it doesn't necessarily follow that A is the epitome of ethical integrity. But I must admit that the rejection was refreshing in comparison to my replies from B, C, and D.

I was accepted by Publisher B, who was the least enthusiastic of the "accepters." His letter was surprisingly honest, and witty. Quote: "We read your poems and have mixed feelings about them...a number sound sophisticated, others rather irrational and naive... I have a strong feeling that your poems, if published would create a stir in certain circles, and perhaps not particularly to your liking or ours." He

went on to say that were I willing to take the risk, he would consider publishing my book. No contract was enclosed.

Publisher C was much more enthusiastic. I was delighted to hear his acceptance, especially after reading this in his promotional booklet:

"We can protect our imprint and the author's investment only by being highly selective and building an imprint that is highly esteemed by librarians, critics, booksellers, and the general public."

C's letter was long—1½ pages—single spaced and personally typed and signed. I quote from it:

"I am pleased to inform you that (we) have accepted your collection of poems TELEPHONE POLES AND

BROCCOLI for national publication. I very much enjoyed reading your poems. I was especially impressed by their expression of affirmation at a time when so much writing in general and poetry in particular is filled with despair. In addition, the touches of humor have made many of the poems delightful... For maximum sales your book will retail at the economical price of \$1.50, subject to liberal discounts for quantity consignments to: retail bookstores, department stores, lending and rental libraries, the large book wholesalers and jobbers, lists of individual purchasers and other markets." (I was gratified to see that Eskimos, convicts and witch-doctors were not included-at least the book would have sold for \$1.50 to someone. (Cont. Next Page)

Excerpts from TELEPHONE POLES AND BROCCOLI

why can't i eat broccoli?

why can't i eat broccoli...
so green and leafless...
with thick fat stalks that look like
tree trunks
ITS SMELL IS SOFT AND HAPPY,
HAPPY AND SOFT
but i can't eat broccoli because
i cannot hear it speaking to me...
it lies there...like me... so limp
and deathlike and unmoving.

beauty

beauty is like seeing something pretty and feeling all warm about it . . . it is a stapler that works well and a subway that's on time beauty doesn't smell like cow manure or garbage in the alley next door . . . beauty is better than ugliness because love is better than flowers in a goldfish bowl . . .

the little dog's left paw

the little dog's left paw is bigger than her right one and i wonder why that is ... and doesn't play any harder on that left paw but anyway it is larger ... she is so misshapen and i love her so ... poor dog ... i see soon they will put the poor dog in a home for dogs that have bigger left paws than right paws ...

bathtubs

love is like bathtubs
love means you got to get a ring
for your girl
love is like a bathtub because bathtubs have.....rings too.
marriage is like bathtubs because
it is so permanent and once you get
it in your house
you can't get it out...
but bathing and splashing in a
river, then a lake then an ocean,
this is true freedom and love.

old dewey buttons

i got a collection of old

dewey buttons . . . i also got some willkie buttons and some old . . . alf landon buttons and some for hoover too . . . and coolidge and harding . . . those last two and hoover, they did okay if you can call getting the country broke and miserable doing okay . . . but them dewey buttons, they ain't good for nothing . . . i stick them in my shirt sometimes when i really feel worthless and stupid, and then when i look in the mirror . . . me standing there with a dewey button on, I know i ain't so stupid as i really thought . . . not by a long shot.

statistics

half of all married people are men and half are women one hundred percent of all pregnant women have at least one child in their wombs twenty percent of the children in a five child family are the youngest Most men wear their hats on the top of their heads Most women wear lipstick on their lips Most families with governesses have children Six families out of ten leaves four out of ten left over. therefore

He goes on to tell me that 1,000 copies will be printed, 300 to be bound at once. I will, of course, receive the usual 40% royalty. The charge to me to print the book (on book stock 5½" x 8½", hardcover and jacketed) will be \$1100.

Again, I quote from C's promotion booklet: "This royalty (40%) is at least four times greater than that offered by the standard publishing contract and makes it possible for you to regain your entire investment plus a profit when the first edition is sold out."

Now simple mathematics shows me that if all 1000 copies are sold at \$1.50 (which is unlikely) and I receive 60¢ (40%) on each one, I'll end up with \$600. I suppose that this \$500 hosing is incidental.

WIT AND SINCERITY

Not to depreciate the efforts of B and C, I confess that my favorite acceptance letter came from Publisher D. It has a verve and audacity and a charm unmatched by the other two. Let me quote some of it:

"You have shown me sensibility, wit and sincerity of thought along with a very exacting sense of what can make a poem. As one reader put it, 'although this collection is modern in outward aspect, it has the kind of guts that usually isn't found in the stuff flooding the market today.'

"Let me talk about some of the individual poems. 'old dewey buttons' and 'statistics' became favorites right away. I can't explain the affection for the first of these poems. All I know is that when I read it, it makes sense and gives me a pleasurable feeling. I enjoy it - which in spite of what any of the abstract school might say, is a prime quality of literature and especially poetry. The second in this group makes more damn sense than all the statistics I have had the misfortune of running across in my experience, and I'd like to keep a copy of it for possible use in my next book.

"By the way, how did you ever decide that broccoli smells 'soft and happy.' This poem incidentally is quite characteristic of your approach. It starts almost as nonsense verse, suddenly slips into the lyrical (ITS SMELL IS SOFT AND HAPPY, HAPPY AND SOFT) is a lyrical line in anyone's book, then concludes with a rather frightening but effective image.

"One can see the antecedents in the style. e.e. cummings comes to mind and the more experimental John Gould Fletcher, but this poetry stands on its own feet and does a fine job of doing so too. I would be happy to see it published under (our) imprint and have accordingly prepared the enclosed contract for your consideration."

And so on and so forth with a canned pitch.

Publisher D's proposal? A little better than friend C. 2000 copies to be sold for \$2.50 with a 40% royalty. Cost: \$975.00. A little more lucrative potential than C.

PUFFED-UP PROMISES

In reality, vanity publishers — for the most part — are little better than swindlers. There are exceptions, and I will mention one in a moment, but for now, let's examine this dishonest element.

1. The fact that the author will have to pay to be published is almost always stated initially, but rarely emphasized—no, buried in a mass of type, would be a better description.

Although contracts protect the publishers, the tone of the promotional literature convinces the author he is going to make money and sell books.

3. Large promotional advertising campaigns are promised on a nation-wide basis. In reality, this promotion usually consists of distribution of unread review copies, listings with a jumble of other books once or twice yearly in a large newspaper, and direct mail—also in tandem with other titles.

4. Most vicious of all is the claim to pass editorial judgment on the author's work. Since there are unpublished writers who would be willing to settle for mere critical praise, the dishonest appraisals of the vanity publishers are no better than robbery. Except for cases where the book could be confiscated by the Post office as obscene or could bring on a law suit for libel, I'm convinced that anything that can be set in type can be published under a vanity imprint.

A WIDOW VICTIMIZED

Here's an example of how one vanity publisher has operated in the past. A news release from the FTC, dated July 19, 1959, tells of a minister's widow who published her husband's novel posthumously after receiving praise and promises from the publisher. She borrowed the money to foot the bill, and when the book did not sell as "promised," she

had to work (at age 62) at all types of odd jobs to repay her loans.

The interoffice memo from the editorial department of the publisher stated about her late husband's book: "This is a preposterous, sentimental badly-written adventure story about teenage boys. The plot makes very little sense."

But disregarding this critical evaluation from his own staff, the publisher wrote the widow: "I found (the manuscript) the kind of straightforward clean teen age boys' book that is a pleasure to read... there is enough excitement and adventure in this story to make it highly appealing to any red-blooded American youth... I think your husband wrote very well, with an excellent sense of plot development. The mystery unfolds cleverly, sustaining even this much older reader's attention." The FTC has on file many such other examples.

NOT ALL ARE DISHONEST

I mentioned exceptions. There may be others, but I have found one-The William-Frederick Press, 391 East 149th Street, New York 55, N. Y. I didn't send my poems to them, but their inquiry-answering literature is surprisingly honest and fair. In addition to a couple of flyers and a booklet, a sample contract was included. Among those things covered was the stipulation that all copies would be bound, and all would belong to the author. W-F Press would promote them for a 30% commission, if the author so desired. (In terms of reference of B, C, and D, this amounts to a 70% royalty.) No claims are made as to possible sale of the book.

This seems to me to be fair. The author pays for the printing of the book—it's only logical that he should own the copies. The publisher by the same token offers the writer an outlet for promoting the book, but on a commission basis only. The publisher, by this method can make additional revenue only if the book sells.

When there are more publishers with this type of honest approach, respectability may come to the subsidy publishing field. But not until the charlatans and the fakes and leeches are exterminated. Not every used-car dealer is a thief, and not every psychoanalyst is a quack.

There must be a lot of good (not brilliant, but good) books that are not being printed. They ought to be given a chance to see print.

But not by the shysters that presently monopolize vanity row.

REE ORCHIDS, coffee coasters, and key chains were the order of the day when Mercury Service Systems reached their 20th anniversary last June 30th. To commemorate the milestone, Mercury launched a direct mail campaign (that was six months in the planning) — the entire campaign aimed at the single day—June 30th.

Mercury Service Systems Inc., 461 4th Avenue, New York 16, N. Y., has two divisions — Mercury Messenger Service, and Mercury Air Freight. They employ a staff of 300 foot messengers for errands in the New York metropolitan area, a fleet of small and large trucks, and have connections and/or representatives in 400 cities to handle messenger and air freight service. Many assignments are international in scope.

Six months prior to the 20th Anniversary, Irv Seiden, Mercury Vice-President, began planning the direct mail campaign. Object was to gear mailings toward the single day, taking advantage of pre-anniversary awareness by customers and post anniversary recall.

The first mailing piece was sent 3rd Class on June 22 to 9000 customers and prospects. It was a 6½" x 3" folded card with the skyline of New York on the cover and the words Happy Birthday. Message inside told recipient (usually the secretary) about Mercury's upcoming anniversary and informed her that a free orchid would be sent to the first 500 who called Mercury for service on the 30th. Simultaneously, all bills that went out from Mercury carried this same card.

On the 26th, a 1st class mailing went out from Mercury to 2000 top customers and prospects. The mailing included a key chain with numbered medallion, and a registration card which the recipient could return. By returning card with his name and address and his medallion number, Mercury could help him guard against loss of his keys. Each medallion carried instructions to drop in mailbox and send to Mercury (postage guaranteed), and then Mercury, with name and number on file, could return them to owner. Of the 2000 receiving the medallions, 957 sent back their registration cardsa 48% return. So far a half-dozen Mercury customers have retrieved lost keys through this system.

Also on the 26th, another 1st class mailing was sent out to 400 top Mercury customers. This was identical to the orchid and medallion mailers in format (i.e. the city skyline



A LOW-BUDGET

ANNIVERSARY CAMPAIGN

cover with Happy Birthday imprint). This mailer, however, informed the 400 that Mercury was sending them a complimentary coffee coaster in honor of the occasion. These smart but simple tile coasters featured Mercury's name and emblem. The coasters themselves were sent out the same day, but by 3rd Class mail.

(Incidentally, for the cost conscious, the budget for this campaign was less than \$5,000. The orchids cost Mercury about 11¢ each, the medallions 25¢ and the coasters about 60¢ apiece.)

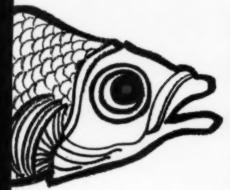
On the birthday, June 30th, the first 500 called before the morning was half over. Demand for the orchids, Irv Seiden tells us, is because most calls for service come from either secretaries or receptionists.* Actually, Mercury had 625 orchids on hand and kept distributing until the entire supply was exhausted around 11:30.

An immediate result of the anniversary campaign was a 10% increase in business on that day, and

a 20% increase in telephone traffic. Less tangible, but perhaps more important, Irv Seiden claims, is the increased awareness of Mercury generated by the campaign, both before and after the 30th of June. Labels and stickers employing the 20th anniversary design are still in use as a constant reminder of the date, and daily use by customers and prospects of their medallions and coffee coasters are invaluable aids in keeping Mercury's name before the customer.

An interesting footnote to this story concerns Irv Seiden's use of the DMAA library to find ideas when he was planning this campaign. Surprisingly enough, he was unable to find any messenger services who had entered a campaign, and even more surprising, there were no anniversary campaigns in the low-budget category. Might be a hint to take a second look at that campaign you aren't going to enter, and forget about your so-called "cold feet." More and varied entries into the annual DMAA competition can only result in a broader and more enlightening experience for all of us. .

^{*} Ed note: See Florist Story, December '59, P. 21.



A FISH STORY

Industrial Firm uses
Goldfish to Aid Salesmen

Two goldfish like those pictured
were used by salesmen as
sales aids, and were also mailed
to top prospects and customers.

Plastic bags are specially treated so
as to provide fish with exygen and
food. They can live safely in
the bags for weeks.



If you think you have troubles handling all the details of a direct mail campaign . . . you'll be convinced that you actually have a soft snap if you talk to the account executive at Roche, Rickerd & Cleary. Inc., 135 S. LaSalle St., Chicago 3, Ill. This agency handles the advertising for American Hammered, Automotive Replacement Division, Sealed Power Corp., Muskegon, Mich. (leading piston ring and motor parts manufacturer).

During all the huddles to develop an advertising theme for 1960 . . . someone came up with the suggestion, "Fishing for Oil Control?" It was accepted.

The agency went to work planning for trade paper ads in automotive journals to break during the 1960 fishing season. Each full page ad carried a large-size picture of a fishing scene. Collateral material . . . informative circulars for dealer distribution and direct mail pieces were also prepared. All carried the "fishing" theme. One envelope insert had a rubber-band-activated die-cut piece . . . where a cardboard fish jumped up when envelope was opened, Nothing particularly spectacular about any of the space ads or direct mail pieces. Just good straightforward industrial copy with plenty of proof illustrations.

But all that was the usual preparation for a year-long promotion campaign. Routine agency stuff. Then the fun began. And headaches, too.

Our old friend, Bob Cramer of Ozark Fisheries, Inc., Stoutland, Missouri, stepped into the picture at this point and one of the most complicated direct mail and direct advertising programs started.

William Banta, sales manager of American Hammered Division, with the help of other officers of the company and the RR&C agency, scheduled end-of-year meetings all over the country in all important sales areas. Meetings could not conflict so officers could attend and talk to salesmen.

Contact was made with Ozark to mail shipments of "Glitter Twins" (two goldfish in a plastic bag filled with chemically-treated water) timed so they would arrive at the hotel shortly before the scheduled sales convention, a sufficient quantity so each area salesman received a bag at start of meeting. He was then given all the details of the "Fishing for Oil Control?" campaign and instructed how he would use other bags of Glitter Twins in his work during 1960.

All the sales meetings received their shipments at the right time, due to careful scheduling and the assistance of the Post Office Department. There was only one near catastrophe. A shipment to an Indiana area meeting arrived two days ahead of time. A hotel clerk, noting the "live fish" stamping on parcel decided it was cruel to keep the fish in container, although package was addressed to the sales manager. So the clerk carefully opened all the plastic bags and put the fish in an aquarium. Bragged about his efficiency. But the sales manager nearly had a fit. A long distance call to Stoutland brought another shipment . . , which arrived just in time.

Following the series of sales meetings...Ozark arranged to ship bags of Glitter Twins to each salesman... in proper quantities and periods. The salesmen carry a package of Glitter Twins in their coat pocket when they call on automotive distributors. When the American Hammered salesman takes the plastic bag with the two goldfish out of his pocket on a call, he is invariably the center of attention in a jobbing establishment. Typical questions are: "How do they live ... how do they breathe ... what do they eat ... why don't they freeze ... etc., etc.?"

The answers to all such questions are humane. A special process, developed by Ozark Fisheries, seals food into the plastic bag. This is supplemented by the seaweed which is packed in each bag. The plastic bagging material is sufficiently porous to let air filter through. Toxic gases are released through the millions of tiny pores in the bag wherever the water does not touch the surface. Only extremes of heat or cold affect the gold-fish adversely. Otherwise they can live happily and humanely for several

When a salesman has finished his call, he leaves the bagged fish with his customer and they are released

weeks or so.

into a fishbowl either at the place of business or at the customer's home.

The bags of Glitter Twins with "Fishing for Oil Control?" labels attached are also being used in mailings from area managers. Packed in a special cardboard container, with this typical personal letter:

Auto Parts Supply Company 218 Main Street Petalunia, California

Dear Friend:

These little fellows are sent to you with our compliments and best wishes.

This is a rather unique way to acquaint you with American Hammered Krome-Oil piston ring sets—but then, Krome-Oil is a unique set of piston rings.

American Hammered Krome-Oil sets feature the patented Stainless Steel Oil Ring which assures the top notch oil control

your customers expect.

Call us for a Krome-Oil set for that "next job"—you'll be glad you did.

Cordially, American Hammered Automotive Replacement Division (signed) E. J. Doell Area Manager

These fish obtain air through the porosity of the plastic bag and have food enough to last for several days—hope you enjoy them!

Quantities of Glitter Twins are also being offered to jobbers at cost . . . so they can make direct mailings to their customers.

No one seems to know right now how many bags of Glitter Twins have been used so far or will be used the balance of the year. But Bob Cramer and the agency are happy about the whole deal. American Hammered sales manager William Banta is happy, too. He says: "Customer reaction to this novelty promotion is enthusiastic and extremely gratifying. Experience in the field this year clearly demonstrates that carrying live goldfish in a bag produces a pleasant surprise. The resultant impact and advertising value are substantial."

For those of you who are detailminded . . . the Glitter Twins cost 28½¢ per bag in quantities; the shipping carton (approved by the Post Office) costs 15¢ each; labor for packing, addressing and mailing about 20¢. Add to that your parcel post rate for one pound.

That's the end of this particular fish story . . . which is guaranteed as

absolutely true.

At the Mackinac Island annual convention this past summer of the American Alumni Council . . . the Time-Life Award for "The Direct Mail Effort of the Year" went to Carlton McLain, Jr., alumni secretary of Cranbrook School, Bloomfield Hills, Mich.

The winning campaign was simple and direct...but it packed a punch. Its appeal was based on the actual records of Cranbrook boys—first, three alumni who had held scholarships at Cranbrook; next, a present scholarship student; last, an outstanding scholarship applicant. Each mailing was accompanied by a short letter from Headmaster Harry D. Hoey, and a fourth letter asked for the extra push needed to collect enough funds for all the 38 boys just selected for scholarship aid.

Not only was it an appealing campaign to the judges. It worked. A final mailing reports the funds in hand from a record number of contributors.

The direct mail experts who judged last year's competition were: Mrs. Velma S. Francis, circulation promotion manager, *Time*; Frank H. Johnson, vice president, American Heritage Publishing Company; and Herbert J. Rohrbach Jr., special assistant to the president, Direct Mail Advertising Association.

Said the judges:

"This school is selling people, its product. Its whole appeal is completely human. The mailings are so interesting one can't help but read them through; they combine emotion and logic to a remarkable degree. Cranbrook glorifies the product rather than the plant, and the effect is personal."

Other school campaigns which won awards in direct mail categories were: (1) For best dues and membership campaign: Clemson College. (Their story in Reporter, December 1958.)
(2) For best homecoming and reunion promotion: Colgate University. (3) For best capital gifts fund raising campaign: A tie: University of Michigan and Radcliffe College. (4) For the best volunteer agents and solicitors materials campaign: Another tie: Brown University and Colgate University.

Number 2 in the series featured the record of a current scholarship student, and a letter from Headmaster Harry Hoey. While all three included a letter, number one featured records of past students and the third the application of a prospective scholarship student.

alumni campaigns win awards



PUBLIC RELATIONS FOR DIRECT MAIL

BUSINESS MAIL FOUNDATION

Will it succeed in 1960?

by "Pete" Hoke, Publisher

REPORTER'S NOTE:

At a time when direct mail producers are wincing at increased, vicious attacks from the nation's press, there is more need than ever for effective public relations for the direct mail medium. Two organizations are working toward this end-one directly, the other indirectly. To be sure, there are others. The DMAA, MASA and ATCMU are working effectively, but public relations at the consumer level is not their purpose. The two embryonic organizations discussed here —the BMF and DMCP—are not as well known as yet, but their work will be just as significant in fastering more and better understanding of direct mail. The BMF is implementing a direct public relations program beamed at the public through all major media. DMCP's role in p. r. is a little less obvious, but perhaps—in the long run—just as powerful as anything yet attempted.



Church 'Sells Out,' Raises \$180,000 As Members Buy It

THE SIEGO GOAL was the most effective one ever under the part of members.

HERE IS HOW the program reached with the expenditure with the expenditure made by the church, founded in 1929. And it was conducted with the expenditure made by the church, founded in 1929. And it was conducted with the congregation and others as the congregation and others are the congregation and others are undersely the first letter and the church and the congregation and others are undersely the first letter and, "but we reason the first letter said, "but we regard to see the first letter and, "but we reason the first letter and the newtons were raised the newtons was the most effective one ever made by the church, founded in 1929. And it was conducted with the least effort and excess the first was instrumental in the least effort and excess the first was instrumental in the conduction of the most effective one ever made by the church, founded in 1929. And it was conducted with the expenditure made by the church, founded in 1929. And it was conducted with the least effort and excess the congregation and others are the congregation and the congreg

NEW YORK, Jan. 10 (UPT) techtimes and the spire.

A California church in need of money has given a leason in fund-raising to other religious groups.

It raised a total of \$180,000

It raised a total of the services of the church, including Sundy day school, haptism, marrisge, were sent to approximately young people activities are members and persons who had services without join.

Approximately 45 per cent the persons solicited entirely was presented to member a the persons solicited entirely was presented to member a the persons solicited on that funds were sent to approximately \$100 persons including \$100 person

THE Business Mail Foundation is sixteen months old this month. This major, ambitious effort to improve the climate for direct mail is launched. You probably won't see much of what BMF does since its publicity and stories are aimed at the general public, but they have done much in their freshman year.

What Is BMF?

For those readers unfamiliar with this relatively new organization, the Business Mail Foundation is a nonprofit public relations arm for the medium of direct mail. It is supported by voluntary contributions from businessmen who have a vital stake in the future of all types of business mail, particularly direct mail adver-

The objective of BMF is to explain the place of direct mail in the advertising mix in the business complex. and to erase the poor name that many uniformed newspaper editors have tried to give business mail,

The Business Mail Foundation was organized to go beyond the fine job being done by existing trade organizations such as the DMAA, ATCMU, MASA. These three groups are primarily concerned with industry affairs teaching direct mail to sales and advertising executives, cooperation with the Post Office, other government departments, with the interchange of direct mail ideas and information. The BMF is strictly a public relations effort aimed at educating the public generally toward the place and importance of mail advertising.

Who is BMF?

The 1959 membership of BMF comprised 110 firms, all vitally in-

(A) A scene from BMF's five-minute television film short that will be offered to TV stations on a nationwide basis; (B) a dummy layout of BMF's newsletter to be produced shortly; and (C) a sample news clipping, one of many that have featured BMF initiated stories.

terested in the future of direct mail. Among these are paper mills, publishers, lettershops, insurance companies, major drug companies, printers, list brokers, art studios and equipment manufacturers. In 1959 they put up \$87,000 to test the public relations idea.

The Board of Directors of BMF reads like a who's-who. Its president is David L. Harrington, Chairman of the Board of the Reuben H. Donnelley Corporation.

In addition to the regular members (some of whom subscribe for as much as \$5,000), BMF also received smaller contributions from other firms who were enthusiastic about their aims.

The actual work of BMF is being handled by Ruder & Finn, a public relations organization at 130 E. 59th Street, New York 22, N. Y.

What Did BMF Accomplish In '59?

In its first year, the Business Mail Foundation had a three-fold job. Testing the feasibility of a public relations program, pulling together and organizing information about the medium of direct mail, and raising funds for the operation. Some progress was made in each of these areas.

David Harrington appeared both on the NBC "Today" show, and on NBC's "Monitor". On both programs, he presented the business mail story to the public, dealing with the subject of how mailing lists are used and acquired.

Press releases concerning BMF's stand on obscene mail, the economic power of direct mail in business, the facts about mailing lists and how they work and many other topics designed to educate the public were used by the wire services, the New York Times, the Los Angeles Herald Express, the New York World Telegram, and hundreds of smaller papers all over the country.

A New York *Times* editorial about BMF and business mail's important role in commerce was read into the Congressional Record at the request of Sen. Johnston of South Carolina.

A United Press International release for January 10, 1960 described a campaign from DMAA's impressive library of award winning campaigns. The story they picked was how Westwood Community Church raised over \$180,000 through a unique use of direct mail to their congregation. Over 48 papers, with circulations reaching nearly 2 million, ran the story. Just imagine the educating that can be done were BMF able to let editors see all of the winning direct mail campaigns throughout the year.

Recently BMF prepared a small handbook — written for the consumer — called "Business Mail · What's In It For You". A press release concerning this attractive 16-page booklet was mailed to all major daily and weekly newspapers in the USA, trade papers in more than 100 major industries, and several hundred syndicated columnists. The booklet was included for their inspection. Requests from the public seeing mention of the book are coming in at the rate of 25-30 daily according to BMF.

Another major project has been the filming of a five minute short subject on business mail, produced by Ruder & Finn and Jules Schwerin of Folkfilms. This film will be offered to TV stations all over the country. A radio script offered to radio and TV stations previously was used by hundreds of radio/TV stations all over the country.

There's hardly a direct mail user that won't admit that a more favorable climate for direct mail advertising is needed. Many newspapers have attacked direct mail advertising as an unwanted waste, not realizing, of course, the tremendous influence it has on this country's economy in terms of employment, capital goods, dollars spent for advertising, and direct mail's well documented ability to sell goods and services.

Now starting its second year the Business Mail Foundation needs funds, support and help from direct mail users and suppliers all over the country. The 1960 budget is \$120,000. If you would be interested in receiving more information about what BMF has done and is planning, and what it can do for you, write for information to Business Mail Foundation, 130 East 59th Street, New York 22, N. Y. Have them place you on their newsletter list. They'll also send an outline of BMF's 1960 program.



PUBLIC RELATIONS FOR DIRECT MAIL

Will this creative network expand the use of direct mail?

A NOTHER activity which will significantly affect public relations for direct mail is the growth of creative networks among lettershops. Their existence guarantees that more and more direct mail will be professionally created and produced. For years, there has been just one, Affiliated Mail Advertising Agencies, an informal network of about a dozen of some of the top lettershops in the country.

Now there's another — Direct Mail Creation and Production, 184 Jefferson Ave., Toledo 2, Ohio, This new group, DMCP, has been in operation for two years and is going like a house afire. Differing from AMAA, whose members have preferred to work quietly, DMCP is out to tell the world that they're ready to create direct mail campaigns for any kind of business. With 37 members in 37 cities, they intend to grow to 50, to as many as there are cities with reasonable direct mail potential.

DMCP members pay \$150 to \$300 a month to the network, which helps to underwrite a \$70,000 creative staff at headquarters in Toledo. Part of

(Continued on Page 58)

^{*} First known network was attempted back in 1925 at the Boston MASA convention. Bill Kier, Kier Letter Co., Chicago: Henry Hoke, Mail-Ad Service, Pittsburgh: Hart Vance, St. Louis; Jack Carr, Milwaukee and eight others, decided to exchange local campaigns with each other. They had the idea that each would benefit by pooling promoton money. But direct mail was too young, and there wasn't enough money to get it properly off the ground.



YOU CAN MAKE YOUR MAIL MORE ENTERTAINING

by Henry Hoke, Sr. Editor

Recently an advertising agency called The Reporter office in Garden City and wanted to know how he could get in touch with the fellow who grows four leaf clovers. (Not the distributors of novelties, but the actual grower.)

Must be someplace in the south... so the problem was turned over to Clearwater office. Not too difficult detective work. Found the answer about twenty miles away.

Charles Daniels is the name of the grower. Daniels Specialty Company, 4904 9th Ave., So., St. Petersburg, Florida. (Phone: District 1-0251.) They sell by mail to distributors of the novelties containing four leaf clovers, which Mr. Daniels and his family grows by the millions and millions.

Makes a fascinating story of an accidental success. Charles Daniels belongs to a family of horticulturists on Long Island. They raised hot house tomatoes for the luxury trade. The younger Charles didn't care for the business and after a stint in the telephone business, finally wound up as one of the head men in Panama Canal Zone communications.

He reverted to his family business as a hobby and started growing unusual things. He became interested in four leaf clovers and after 15 years of experimenting developed a strain that consistently grew four leafers. He didn't intend to do anything about them...just a hobby and conversation piece.

But his secretary daughter attached one to a birthday card she sent to her boss, the U. S. Consul in Panama. Delighted, he asked for more which he could send to friends all over the world. One day a cablegram came from a big novelty firm asking if he could supply one million four leaf clovers. Daniels went into production with local girls and hastily rigged up equipment for pressing, enveloping, etc.

Retirement time came for Charles Daniels...and he and his family selected St. Petersburg, Florida. The clover stock was moved too. Disaster struck the first year. Because of change in climate, the four leafers reverted to three...but luckily he had developed a five leaf strain which reverted to four. The three leafers went back to four the next year but after pressing turned brown. Charles' son, Bill, an engineer, licked the problem by finding a chemical dye which when injected kept the pretty leaves green indefinitely.

The business grew... the first setup was inadequate so a new plant was started in nearby Gulfport. Now the Daniels family grows and gathers millions of happy four leaf clovers under a secret formula none has had the key or the patience to duplicate. Machines and other equipment have been installed to make the clover key chains, letter openers, plastic calendars you see in gift shops or receive as remembrance advertising.

Much of the selling is handled by gift or gadget distributors who are contacted by mail... but many companies buy direct, especially for novelty mailings, using just a four leaf clover enclosed in a small transparent bag. Engineer son Bill has streamlined the operation to a fine point so that they can grow, pick, press, insert in bags, seal and package the four leaf clovers for just \$28.70 for a thousand, or \$26.20 per M. in 25M lots.

That's how most successful businesses have been started. By a lucky break in developing an unusual product and by tireless work in developing it. Those who claim that there is an easy way into success by buying a ready-made mail franchise are talking through their hats without benefit of a lucky four leaf clover.

And while we are on the subject of unusual products sold by mail... did you know that you can buy Praying Mantes egg cases (cocoons) for your garden? Our old friend George Dugdale lists them in his Drumcliff Company, Towson 4. Maryland catalog, You put the cocoons out in your garden during spring... each egg case hatches out 50 or more Praying Mantes which then feed on harmful aphids and other plant suckers and chewers without harm to humans or vegetation. You can get 2 cocoons from George for \$1.95 or 6 for \$4.75.

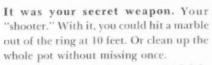
Another recently contacted unusual business . . . growing and distributing worms and other live bait. Learned about some of their problems in a mailing from RC Bait Bags, Division of Rutledge Corporation, 224 Eleanor St., Kalamazoo, Michigan. They manufacture special "oil impregnated" bags for packaging and shipping these unlikely candidates for a pleasant business. But there are millions of prospects for live worms...the fisherman. And gardeners and nurseries are in the market for millions of aerating earth worms. If you'd like to read about them, ask RC Bait Bags for its manual on Packaging.

Just about everything in the world is being sold or is available by direct mail.









Maybe it wasn't the most colorful in your collection. But you wouldn't have taken a hundred others for it. What a feeling of pride when you saw it smack into the pile and send them flying.

You no longer play for marbles. Now your pride is in your work. And good printing is something to be proud about.

Good papermaking, too.

Pride. Satisfaction in doing the job well. An urge to do it still better.

The secret weapon we share with you.



ATLANTIC FINE PAPERS

EASTERN FINE PAPER AND PULP DIVISION - STANDARD PACKAGING CORPORATION - BANGOR, ME







Faster folding with ATLANTIC COVER

ATLANTIC COVER scores well. Folds and refolds without cracking. It is surface-sized on both sides for clear, sharp impressions. Printers get easy feeding and fast delivery because ATLANTIC COVER lies flat. In bright white and eleven sparkling like-sided colors. Antique, Ripple and Deep Etch finishes. One is sure to fill your needs.



ONE OF THE big benefits of life among mail order practitioners is that you meet so many likeable

people.

And since, at least in my acquaintanceship, these people share singularly high standards of competence and integrity, the word will shortly go round that Connell has finally lost all his buttons.

Because in the next few thousand words I propose to disagree more or less violently with almost everything that has been said about direct mail testing . . . or better, with the personal attitudes, the rule of thumb mottoes, and the handy-dandy tables that currently clutter the testing area.

In the pages that follow, you will find a great number of flat statements, lacking argumentative proof. Some of them represent the conclusions of long and rigorous mathematical processes. The processes have been omitted, for the same reason that auto manufacturers omit an essay in thermodynamics in their instruction manuals-you don't need it to get to work.

In other cases, conclusions based on a dangerously scanty theoretical knowledge (my own) are presented without involved explanation because they are techniques that have worked for a long time over a wide range of problems where I have seen them

Conservative readers will be stricken right here with the thought that some of my conclusions may be in error. The more tigerish will have assumed by now that I'm trying to start a public riot, They are both right.

Anyone who disproves one of the conclusions that follow will almost necessarily have to demonstrate a correct method for handling the same problem. And a good healthy riot conducted with good humor and good intentions would almost certainly clarify the problem areas in testing, which have been pretty well murked up in the past.

Right, wrong or riotous, I hope that these articles and any developments that accompany publication will help the men who make the decisions about lists, copy, schedules, costs, returns . . . and that they will regard a certain imprecision and lack of rigor, loathsome to the mathematician, as counter-balanced by the immediate availability of methods which they can start trying out for themselves right now.

A final note: since everyone whom I have met in the trade has contrib-

arithmetick for DIRECT MAIL

The First in a Series on Testing and Research

James Connell, James Connell & Associates, Washington

REPORTER'S NOTE:

This is the first in a series of four articles by Jim Connell. devoted to the intricacies of testing and research of direct mail advertising. This article will deal with background of testing in the past, and leaves the reader with some problems. The next article will deal with problems of distribution, and tips on how to predict direct mail returns. The third will be concerned with technical ways to measure variations in returns. And Jim hasn't told us what the fourth will be yet. At the conclusion of these four articles, Jim will continue to write for The Reporter in a monthly column devoted to these same prob-lems of testing and research. We hope you enjoy this series, and benefit from it. If you have any comments, you may write to Jim c/o The Reporter, or at his offices at 613 Mills Building, Washington 6, D.C.

uted to the facts, figures, and the more reasonable conclusions in this essay, it's impossible to list by name every single person who has helped me at one time or another. I will try to identify the big contributions in footnotes. But it would be thoroughly ungrateful if I failed to credit major contributions to Boyce Morgan, at whose knee I learned to lisp my numbers; to Andy Gould and his staff at U.S. News and World Report for regrettably infrequent but invaluable exchanges of fact and opinion; and to the pioneering work of Al Migliaro and statistician C. L. Jain, of the Federal Association For Epilepsy.

A WORKING TRUCE

It is regrettable that so innocent a concept as mathematical statistics should have been given by sects of direct mail men; or that parochial practitioners should wave at each other, in a threatening fashion, the fragments of theory which would, united, make a workable weapon for attacking testing problems.

One of the purposes of the present essay is to precipitate, if not total agreement, at least a working truce. The poor people are getting tired of listening to arguments. What they need is some help with the works.1

1"Or," they will say, "The hell with it!"

Meantime the statistical uplands afford rare sport. The feral Poisson slips noiselessly through a jungle of unspecified parameters, hoping to fang the discrete binomial before both arrive at normality. Chi-square lurks in the path of "Student's" athirst for the savage preludes to a final mating in infinity and one degree of freedom.2

Unfortunately, there's a lot of underbrush to be cleared away before we achieve the livable levels of statistical theory. Doubly unfortunate is the fact that it will take most of the rest of the space assigned for this article to clear the ground. I can only promise that you'll get at least one statistical tool to start practicing with before the end of this article, and plunge in.

Without getting too far involved in the "Where do we stand . . . ?" approach, it should be noted that direct mail testing reached its present estate of unquestioned desirability and validity without much help from the theorists . . . even though the basis of the probability theory and the calculus of variables upon which so much of testing depends dates back

²Writers on testing methods traditionally unnerve bystanders by flourishing one or another of the formulae for the normal distribution at this point, I consider the approach above more subtle and, long range, more unnerving.

variously from 100 to 200 years. Relatively little except occasional modifications and refinements have been added to theory since Newton and Leibniz stopped speaking to each other.3

MAIL STATISTICS IGNORED

The deplorable fact is that the major problems of life in the hinterlands - weight gains among swine, the effect of harmone injections on coxcombs-have had far more attention from qualified statisticians than, say the behavior of magazine subscribers, or the habits of foreign mission contributors . . . a patent slur upon our more desirable citizenry.

Margaret Meade has probably remarked somewhere that mathematical sophistication, like most cultural traits is largely a response to the demands of environment. There are (or were) primitives in the world who could count only to two. Any assemblage of more than two units they referred to as (approximately) "a pile" or "a heap." The fact that we can count up to a hundred with ease is a tribute, partly to hard work on the part of our ancestors, and partly to the demands of the more complex culture in which we live.

So it was inevitable that direct mail as it grew demanded the working out of testing methods, and the methods demanded some kind of a theory. Necessarily the men who worked in direct mail built up a body of testing knowledge by a combination of instinct, experience, and brute arithmetic.4

Results were predictable, and mildly reminiscent of Bacon's comment on Renaissance magicians, "They attained not," he remarked critically, "to certainty of works."

"To certainty of works,"
"Typical experts. However, such developments as
chi-square and it useful as they are, seem to me
minor as compared to the development of the calculus.
(Which caused the break between Newton and Leibniz. Briefly. Newton claimed that he invented it, and
that Liebnitz stole it from him.)

One possible exception to the whole statement
same aspects of the Games Theory of von Neumana
and Morganstern appear to be of considerable value in
direct mail planning, so far as I can understand the
theory. To readers who want to press on in this field,
I recommend the purchase of von Neumann and
Morganstern's Games Theory, a long leisure, and lots
of luck.

There were exceptions, obviously. Andy Gould of U. S News did work in the field; in fact he has given permission to reproduce part of it in this series. Les Davis, of Wall Street Journal had studies series. Les Davis, of Wall Street Journal had studies made and as usual, played cagey with the results. Leonard Raymond published, more than 20 years ago, a study "Statistical Methods For Determining the Size of Direct Mail Tests," by Dr. Theodore H. Brown of Harvard. Dr. Brown adjusts for a limited universe, and bases his limits on the normal instead of the Poisson distribution, so that his results are a little tighter than those you would -st from the Poisson distribution method a the end of this article. Nevertheless, his paper has a very helpful introduction, and useful tables, Leonard Raymond will probably get mad as hell about this-since he teld me 3 years ago that he was sending me the last copyhat you might be able to get a copy by writing him at Dickie-Raymond, Boston.

Test results were plagued with unexpected discrepancies. Odd things kept happening at unexpected times. Mailers learned, through bitter experience, that they could keep unpredictable variances down to acceptable limits only by increasing sample size - and mailing more. The first consequence was that, to this day, test mailings are about five or six times as big - and three or four times as expensive—as they would need to be.5

A second result was the generation of a group of working rules and querulous mottoes that were-like an alchemist's formulas-about half fact and half superstition. We can take a look at some of these later, but to identify the type, we can mention (on lists), "The mailing never pulls as well as the tests." (On copy) "You've got to mail 20,000 to get reliable results" (On lists) "5% (or 10% or 2%) of a list makes a good test."

Obviously, any of these rules can be true-under special circumstances. It's the attempt to make them universal principles that makes them dangerous . . . and the function of theoretical testing principles is not to fit them into their appropriate circumstances, but to get rid of them as totally unnecessary.

RESPECTABLE GAMBLING

The third consequence of this default of theory was largely psychological. Testing theory is solidly founded on probability theory. Direct mail, five card stud, and red dog share the same set of mathematical rules and restrictions. Unnerving as the fact may be to the solid citizen, the direct mail man is necessarily a gambier. And to use testing theory effectively, he has to get into the frame of mind of a gambler who takes precautions to make sure that the house odds are in his favor-that he has the "edge" in the game.

Practically, of course, every mailer realizes that he may get no returns from a mailing. It's possible, but it's so highly improbable that he doesn't let the possibility bother him.

And every mailer knows that his returns will vary. The same list and the same copy will produce varying returns, not only at different times, but under identical circumstances, so far as the mailer can control them.

Furthermore, an experienced mailer can tell fairly well the range within which a list will vary-or at least, he can set a range within which he can expect it to vary. The whole art of

There is another factor involved here—a univer-sally—accepted irresponsibility in the selection of cross-sections for testing. More on this problem—and some suggested contributions to a solution—later.

making up a mailing schedule is based on tacit judgments which expressed, would amount to "This ought to go over 4%": "I don't believe we can break even on this . . ." etc.

VALUE OF STATISTICAL THEORY

So that we reach a real and valid question. What good can statistical theory do for a mailer?

Two things. It can help enforce the dispassionate and cold-blooded approach that a successful gambler needs. And it can improve on common-sense judgment by lending extra precision and accuracy to judgments on list and copy tests, and projections of future returns, readership, income,

The difference between the judgment "This may not work" and the estimate that you have one chance out of three that a mailing may fail may not seem vital.

But if you have two similar lists, each with a one-out-of-three chance of failure, your chances of both going sour simultaneously are 1/3 x 1/3, or 1 chance of failure out of 9.6

And odds of 8 to 1 in your favor are a lot more helpful than the reflection that "Either one of these mailings may flop.'

There are various ways of estimating the chances that a list will work with a probability of 2 out of 3. In fact the best way of estimating this probability is the point on which disagreement among statisticians begins.

And while it's a little premature, I'll go out on a limb now by suggesing the use of a good workable estimator right now. Take the number of returns you actually get from a test mailing. If n equals the number mailed, and p equals the percent of return (probability of success - remember that) then your returns will of course equal nxp-or np, for short.

This gives you an estimate of the number of returns you can expect from the whole list. It may not be a good estimate, but it's the only one (Continued on Page 54)

[&]quot;It's a curious conclusion, and some people may want to know how it works out. Assume that you have 2 lists. A and B: and that you have estimated by a method which will come up shortly that each has a 1/3 chance of failing, a 2/3 chance of working satisfactorily. You get the odds of both working, both failing, or a split by looking at the possible things that could happen, and multiplying the fractional

that could happen, and multiplying odds, like this: A and B both fail $1/3 \times 1/3 = 1/9$ A works, B fails $2/3 \times 1/3 = 2/9$ A fails, B works $1/3 \times 2/3 = 2/9$ A and B both work $2/3 \times 2/3 = 4/9$

A and B note work 2/3 x 2/3 = 9/9. The total of the right hand column is 1, of course—a guarantee that something will happen. As a further reflection, you can note that you have a little less than a 50-50 chance that both lists will work; and by adding the bottom 3 figures in the right hand column, a reasonable assurance (eight chances out of nine) that at least one of them will work.



New Kodak Ektalith Loader-Processor, teamed up with office camera, lets you make photographic offset masters at one-per-minute speed

Look! "Desk space" is all you need to process photographic offset masters!

Kodak's new Ektalith Loader-Processor lets you make reduced, enlarged or same-size offset masters in full roomlight right next to your office camera.

This ingenious unit, which serves as a "desk top" darkroom, is used to load high-speed Kodak Ektalith Transfer Paper . . . and to process it after exposure in camera. Attached Kodak Ektalith Transfer Unit puts the image on a low-cost paper master which gives you sharp duplicator copies of all line work and a variety of halftones.

Big savings in systems work, too! Kodak Ektalith Method also lets you make 10 or more high-quality direct paper copies-enlarged, reduced, or same size-without making plates or running your duplicator. This big plus is gained simply by adding a Kodak Ektalith Copy Unit to your setup.

Costs are low-less than \$800 for Ektalith Loader-Processor with Transfer and Copy Units.

Free booklet shows how you can reduce duplicating time and costs with revolutionary Kodak Ektalith Method. Phone your local Ektalith dealer or write Eastman Kodak Company, Graphic Reproduction Division, Rochester 4, N. Y.

Price is list and subject to change without notice



Kodak



"Reed-able Copy"

A Monthly Clinic Conducted by Orville Reed

There are too many writing direct mail these days, and too few salesmen doing the job. Which may seem like a rather odd statement. So let's examine it.

Writing ability is only a part of the successful direct mail writer's equipment. Yet, in the teaching of letterwriting, the stress is almost wholly on putting convincing words together. The result — most young men coming into the direct mail field have learned to write, but few have learned to sell.

This has been brought to my attention many times in the last two years in seeking an assistant. Most of these young men have come to their interview laden down with samples of letters they have written. Most of these samples showed at least competent writing ability—the ability to "turn a phrase" as the saying goes. Few of them showed much of a feeling for salesmanship.

I realize that writing a classroom assignment is actually writing in a vacuum. A hypothetical situation is posed. The student is asked to base his copy on the hypothetical situation. Then he is graded. On what? What else? Writing ability—clarity of expression, logical sequence, rhythm, selection of words, et al.

Not Teacher's Fault

It's not the fault of the teacher that this is so. Maguire of Illinois, Wilkinson of Florida, Blagdon of Kalamazoo and other teachers of letterwriting on university faculties are doing as good a job as can be done under the circustances. But they simply can't grade a student on the thing that counts—what did the letter do? Did it smooth the ruffled feathers of an irate customer? Did it get inquiries for the hypothetical product

or service? Did it sell the product or service to 1% of the list, 2% of the list—what percent of the list? In fact, to what list was the letter directed? What was the student told about the list of names to which his letter was to be sent? What was the student told, or what did he find out himself about similar competitive products or services on the market?

He was asked, of course, to choose the salient benefits or sales points of the article or service he was writing about. How was he to know whether he had chosen the most effective benefits or selling points if his letter never met the eyes of a prospect?

One question I always ask an aspiring young copywriter is: "What have you ever sold house-to-house?" In all but a very few cases this question brings a baleful look from the young man. He seems to be saying to himself: "What's that got to do with writing sales letters?"

With the fear of having a housewife slam a door in his face, the houseto-house salesman learns quickly to figure out some way-and a fast one to get the interest of the housewife. In a split second between the time she opens the door and slams it shut, he had better say something important to her if he wants an opportunity to show his samples or sell her his wares. Even when he gets her interest and she gives him a crack in the door through which to do his selling, he's got to whet that original interest and do it fast or the door might yet be slammed. He learns from trial and error what works. He learns which of his points fail to strike home by watching the facial expression of the prospect. Or he learns by some comment from the prospect whether or not what he is saying is getting home.

The same with selling over the counter, Admittedly, this is easier because the buyer usually has some reason for coming into the store other than to get out of the weather. She may be "shopping," and in such cases to "stop" her he must give her a benefit fast or she'll go on down the aisle.

So how does one learn to write effective letters? Some say by writing, writing, writing. But if the practical principles of selling are overlooked, the more writing such an aspirant does, the more he is apt to compound his failures.

Course In Selling

A course in salesmanship? While it may help the direct mail writer, it won't do the job. He's got to actually train himself as a salesman, to know the thrill of getting an order, the dejection when a door is slammed in his face, to experiment with this and that opener, until he has a feeling for making sales.

I said that writing is only a part of a direct mail writer's job. The other parts are WHAT TO SAY and WHERE TO SAY IT. Ability to write clearly won't make you a successful writer of advertising. A knowledge of sentence construction, a good vocabulary, all the mechanics of putting words on paper are necessary, of course. But not enough to enable you to produce an effective letter.

What to say? First, what can you say in the first sentence of a letter that will make a reader want to keep the door open rather than slam it in your face? Well, in a general way there is one answer—say something IMPORTANT TO THE PROSPECT.

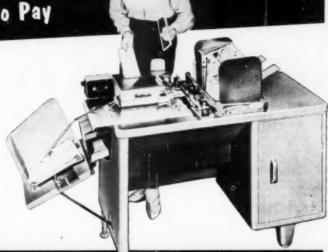
As someone has put it, "Say something that makes the prospect say something to himself." As an example, Heritage Manufacturing Corporation, selling a different ballpoint pen, opens

(Continued on Page 50)

LIST SELECTION . . . and ADDRESSING FLEXIBILITY At a Fraction of the Cost You'd Expect to Pay

SCRIPTOMATIC MODEL 10-S ADDRESSING MACHINE

Designed to bring automatic list handling and addressing selectivity within reach of every mailing list user. Dependable electronic sensing feature permits the Scriptomatic Model 10-S to selectively address and count simultaneously without disturbing file sequence. This is a big order for moderately priced addressing equipment, but you get all this and more in the Scriptomatic Model 10-S!



BIG Savings...at No Sacrifice J in the Jobs You Want to Do!

The Scriptomatic Addressing and Data Writing System represents the "perfect marriage" of punched card records and addressing equipment. The Model 10-S simply reads the notched edges of any card and prints from it or skips it according to program. Masters are made easily by any typist and electric typewriter in a fraction of the time required to make stencils or plates. Dollar savings are as drastic as the cost of paper versus metal, with extra bonuses in lower labor requirements and up to 75% less filing space.

Some Scriptomatic users have saved enough to pay for the system installation in the first year. Naturally, they are "heroes" in their companies and you can be, too! Write today to Scriptomatic, Inc., 1107 Vine Street, Philadelphia 7, Pa., for detailed literature and the name of your nearest Scriptomatic representative. Chances are, we have some specific Scriptomatic case histories in your field.

WHAT IS SCRIPTOMATIC?

A refinement of the chemical transfer process, by which the data to be reproduced is imprinted on the reverse side of the card master as it is being typed. Precise fluid and pressure controls on Scriptomatic Addressing Machines insure high quality legibility and long life for the masters; up to 200 or more impressions, the equivalent of many years of normal list usage. Masters become an integral part of any card filing system and fit right in with any card handling equipment.

OTHER BASIC SCRIPTOMATIC EQUIPMENT

Deriptomatic















lern Addressing — Data Writing Machines and Methods

Scriptomatic Filing

CAN YOU OPERATE YOUR BUSINESS RENT FREE?

Responsible non-competitive mailers are looking for customers. They turn to the recognized list broker for new lists which they may rent because your list broker is, in effect, a clearing house for new and established customer lists. Once a list is rented from us, the income revenue for its one-time use is forwarded to you the same day payment is received!

You can help us meet the needs of book and record clubs, gift houses, book and magazine publishers, news book and magazine publishers, news and business services, simply by registering your list with us. If you have a list of inquiries, buyers, subscribers, purchase-guaranty slips or premium coupons numbering 20,000 names or more the rental revenue received from non-competitive mailers may more than pay for your office rent and overhead!

Why not call or write us today about your list and how it was obtained. And, if you're looking for a specific type of customer for your own offer, we can make sound recommendations tailored to your most exacting needs. No obligation, of course.

Ceil Levine SCREENED MAILING LISTS

THE FISK BUILDING 250 West 57 Street New York 19, N. Y. JUdson 6-2086

BUY or SPECIFY DWIGHT **PRINTING** PAPERS

Samples, dummies and other information will be gladly supplied without obligation. Telephone HArrison 7-0392



626 S. Clark St. . Chicago

its letter with this sentence: "Tired of the undependable ballpoint pen? If you have had the experience of such a pen bleeding or running out of ink at the wrong moment (and who hasn't), you'll naturally say to yourself. "Yes."

Or, as the Linguaphone Institute does it in one of its letters with this lead: "If you had enrolled for a Linguaphone course the day you received our booklet - you would be speaking another language today!" That makes the prospect say to himself: "Maybe if I want to learn a language I'd better get going." Or, "I've lost a lot of time. Where's the order form?"

Vociferous Readers Are Fun

Anyone whose prose appears in print is likely to have his ideas challenged now and then. A difference of opinion, as Mark Twain said, is what makes horse races. It also makes for better direct mail copy. A letter dropped on my desk the other day from a gentleman whose signature I can't decipher, and whose name I do not know because he didn't type it out under his signature. I've numbered the portions that deserve comment and you'll find the comments. likewise numbered, at the bottom of this quote:

Noticed your comments in Feb. issue of Reporter of Direct Mail about the Wolf Detroit Envelope Company: Quote: "The Wolf Detroit Envelope Company weakens the lead in its letter with the world almost. Now YOUR SALES FORCE CAN HAVE AN AL-MOST NEVER-ENDING STREAM OF BONAFIDE SALES LEADS!"

What you may mean by "weakens" we do not know, but the fact is that your unqualified and dogmatic assertion will not hold in the light of salesmanship. There are too damned many screwballs and nitwits writing in magazines or books about something they know little about.

Actually, the man who wrote that letter knows something about business, about salesmanship and about people. In including the word "almost" in the sentence he actually strengthens (whatever that may mean) I the statement.

Because he says "almost never-ending" it gives some credulity to the bare assertion. Do you think business men on the whole are nitwits and swallow such assertions, without evidence, as "Now your sales force can have a never-ending stream of bonafide sales leads!" If one were writing to idiots and screwballs, the story might be different. Please look up the words² never ending.

Robert Ruxton, now deceased, probably the world's greatest writer-salesman (he coined the words "written-salesmanship")3 he has had no equal- (Henry Hoke, Sr. can verify that for you) 4 said: "Good advertising (letters, booklets, etc.) the kind that gets results, is NOT writing, but the

(Continued on Page 52)

FREE for the asking MAILING LIST CATA

The Industry's Finest and Most Complete!

Lists 6,000 different categories covering CANADA

Write on your letterhead for a copy

UNITED STATES LATIN AMERICA I

dunhill international list co., inc.

144 Park Ave. S., New York 16, N. Y. MUrray Hill 6-3700 ____

484 Church St., Toronto, Ont., Canada WAInut 3-9183

WANT TO TALK SHOP?

Direct Mail Briefs From Bringe is a monthly newsletter I write for tun, not for pay. It lets me say all sorts of things about mail that no one else would print.

would print.

No cost to you for four minutes of shop
talk if you take the trouble to write
for it. It brags a bit about the good
letters Paul Bringe writes but always
very gently. Write today.

Paul J. Bringe, Inc. 227 E. Michigan St., Milwaukee 2, Wisc.

LABEL REPRODUCTIONS

Reproduce any number of copies of your mailing list on gummed perforated labels in black print from typewriter masters. For information write:

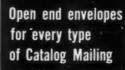
Vested & Company

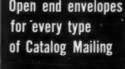
Newton Turnpike, Weston, Conn. NYC phone: MU 7-4972

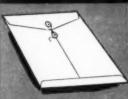




LURE 'EM IN Make a strong first impression; carry copy as well as content.







BUTTON IT UP

Just as every woman knows somewhere, waiting, is her perfect mate-so it is, sure as shootin, that every catalog mailing has its perfect envelope. THE ONE, that by nature, closure, construction, will reach its prospect in perfect order, intriguing, winning immediate attention.

To assure your mailings this kind of togetherness, bring your problems to Cupples-Hesse. Here creative design performs envelope magic, comes up with practical solutions that please direct mailers with the envelope, pleases them more with results it helps to bring.

Call your local representative today for information. Consult yellow pages under "Envelopes" or "Tags."





MUNICIPALITY OF THE PARTY OF TH

MAKE IT STICK

TELL 'EM MORE

Cupples-Hesse Company

Division of St. Regis Paper Company

ST. LOUIS 15, 4110 N. KINGSHIGHWAY DETROIT 16, 3635 MICHIGAN AVE. DES MOINES 13, 1657 E. MADISON AVE.



SELF MAILERS & BROADSIDES

Plastichrome, winner at the Lithographers National Association Award for 7 straight years after unequalited quality and dependable service at competitive prices. Plan a full color postacad promotion, supplement it with Posi-chrome satulog sheets and allied items. Post-cards from your transparencies COST LESS THAN 1c EACH.

FREE MERCHANDISING

Send for yours today epresentatives — some territories still

COLOURPICTURE PUBLISHERS, INC. 400 Newbury Street, Boston 15, Mass.



Direct Mail and Mail Order

COPY

- e that makes SENSE
- . that makes SALES
- that makes BUYERS was to do business with you

Write me about your plans or problems All details handled by mail

ORVILLE E. REED

HOWELL, MICHIGAN

er of two DMAA Best of Industry ds . . . Dortnell Gold Medal . . . r of IMP, "The werld's ameliast house organ"

art of causing other persons to agree with you or to think as you want them to think.

There are just too many adsmiths (as Ruxton termed them) who know nothing about salesmanship and business in general, who try to cram fallacies down the throats of readers. One of Ruxton's stu-dents, formerly of N.Y.C., now living near here, retired, and a writer-salesman of national recognition, agrees 100% with us that the elimination of the word "almost" in the sentence you object to actually weakens 5 it, because the statement becomes a gross exaggeration, without con-crete evidence to support it. And when we exaggerate, we weaken.6 In our opinion and others we have talked to, most of the stuff in Reed-Able Copy is anything but that. Much of it is mere drivel except where quoting some authority.7

You say, to mention one more of the several inconsistencies in your copy . . . "Time magazine makes the reader of its promotion letter feel good with the lead: It's fine news that you have joined us as a Time subscriber."

Why don't you say this is your opinion and not such a dogmatic statement? Actually, the reader doesn't give a continental whether his subscription makes Time people feel good and you know it.8 The reader is only interested in his own feelings, happiness, etc. not the publisher's.

In considering the merit or truth, etc. of any statement claim or even what so-called "authorities" say, subject it to this yard-stick: "Is it right or wrong? True or false? If either, why? Worship the great god why if you want to learn the truth of any situation or any statement.

It was either Starr Jorden or the great Ruxton who coined the word "Sciosophy." It means an organized system of ignorance9 and Ruxton said that it fits advertising generally to a T. Because there are too many screwballs who know nothing about salesmanship or its principles who are trying to tell business men and others how effective advertising should be constructed.

And he and a few others who are able to think have said "Advertising is ruled (and with iron hand) by precedent (commercial superstition) and how wrong much or most of it is neither its votaries nor its high priests have even begun to suspect."

Sorry to inflict this long letter on you but I didn't have time to write a short one 10. Besides I'm knocking it out myself as my secretary is home ill. 11

1. "To make, grow or become stronger."
Webster's Dictionary.

2. I did. "Never" means never and that's infinity. Never-ending means that inquiries would never cease to be supplied. And that's untrue. Nothing can be "almost never-ending." It is either never-ending or ends some time. There's no in-between.

3. Without the hyphen, please.

4. What do you say, Henry?

5. As you would say "Whatever that means.

6. How about this? Should I consult my dictionary AGAIN?

7. OUCH!

8. How can you be sure I know anything?

9. My system of ignorance is disorgan-ized. (Look that up. Why should I do all the dictionary thumbing?)

10. This needs quotation marks. You

copied it.

11. This, I can imagine.

Say What You Mean

A new member of a college faculty was attending a tea at the beginning of the new term. He was attracted to one of the female instructors and asked his host who she was.

"That's Miss Smith," he was told. 'She's mistress of Kensington Hall."

The new professor inquired blandly, "Who is Kensington Hall?" ●

WHY WE SHOULD USE ZONE NUMBERS

The following item appeared in the December 1959 issue of The Orange Disc, house magazine of Gulf Oil Corp., P. O. Box 1166, Pittsburgh 30, Pa.

The Postal Zone Directory for Boston, Mass., lists some 17,000 streets. Imagine that you are a postal clerk in Boston's Central Post Office, where you've been hired temporarily to help with the Christmas rush, and you are confronted with a mountain of mail to sort. When the address includes the zone number, it's a simple matter to route a Christmas card, for example, through the proper one of 93 sub-post offices and thus assure prompt de-livery of the card to its final destination on one of 17,000 streets. But suppose no zone number is shown in the addresswhat then? Someone has to determine what postal zone is involved.

What is true of the mail sorting situation in Boston is true of the situation in the 106 U.S. cities where the postal zone system is in effect—though possibly not to the same extent. The New York Postal Zone Directory for the Boroughs of Man-hattan and The Bronx (which covers only one of New York City's seven postal zone offices) lists 60 different zones, and an address on Broadway, for instance, might fall within any one of 24 of these zones. Pittsburgh's (Pa.) Postal Zone Directory shows 37 zones serving something like 7,700 streets. Houston's (Tex.) Directory shows more than 6,000 streets, served through 44 postal zones. And so it goes.

The point of all this comment is to suggest the value of using postal zone numbers wherever they apply. We hope you'll remember this: If, in future, you have occasion to notify The Orange Disc, or any other Gulf office, of a change of your address, he sure to include your postal zone number — if you have one.

Other organizations should get on the bandwagon and help to promote use of zone numbers.

"We must not promise what we ought not, lest we be called upon to perform what we cannot."

- Abraham Lincoln Spotted these words of wisdom in Take Five, house magazine of Keller-Crescent Co., 16 S. E. Riverside, Evansville 8, Ind. .



This letter offers an excellent example of the importance, in direct mail writing, of using words that the general public uses most often. And it demonstrates too, what can happen when infrequently used words are included, words that may be well understood but not popular. Such words give a stuffed-shirt tone to a letter which the reader feels and transfers to the writer.

Such words as versatile, geographic, specifically, illustrative, predicated and calibre are words the American public understands quite well—but does not use often. The first three appear only two times each in four million words of general copy while the las three appear only once.* This means the average reader does not like to use these words. If he did they would appear much more often in his vocabulary.

We are willing to accept uncommon words in books and other printed matter we read to learn—but we are not so patient with a sales letter we did not ask for.

There has been some research to indicate that the power of a word to convey meaning depends on its age. The longer a word has been in the language with its present meaning, the more effective it is likely to be. The late comers (less than 300 years old), with some exceptions, do not penetrate the reader's mind as well.

What can we do about it? Throw out the elegent words. Don't say procure, say get. Don't say assist, say help. Don't say created, say made or formed. Save your elegant words for introducing the winner of Clean-Up Week at the Booster Club meeting. You cannot sell your product or service while trying to sell your superior vocabulary.

The Krantzen letter suffers also from too many adjectives. Versatile and flexible, individual requirements, specific photographs, geographic location, definite and firm, specifically required. Emphasis gained with adjectives gives a wind-bag effect that

We are pleased to announce a further expansion of services to the advertising quality phosphic illustrations and case history experiences. This is a versatile and first case history experiences to the advertising dual requirements. From a complete service designed to meet your matter, our case of taking specific photographs as designated by Directing the activities of the new Network Division is Guy C. Zingery, who has a had 20 years of experience in the photographic and reporting fields, reporting the years can now be achieved in every city in the control of the photographic and reporting fields. The control of the photographic agreement of BEFORE Delivery time is predicated on your individual requirements.

After you favor us with an assignment, you will be notified of the scheduled matically decline any assignment on which we cannot meet your deadline. Rates are uniform. The same rate applies regardless of location. The quoted price is the price you pay. There are no travel costs, except in those few Rates are uniform. The same rate applies regardless of location. The quint instances where special handling is specifically required. All that is necessary to initiate an assignment calling for either photography or case history reporting, or both, is to tell us -- either by letter photography and the photography of the photography of the photography for the photography of All that is necessary to initiate an assignm We'd like the opportunity to talk further with you about this service. ferd like the opportunity to talk further with you about this service -- specard is enclosed for your convenience; or telephone Guy Zingery, collect. Supposing - Just Supposing ... you want a photograph of your product in use in twenty cities around the country. One phone call will get the job done - fast - with a positive will get the job done - function of the process of the pr you want photos and complete case histories at one or many locations. You tell us what you want by letter or phone, we give you cost and completion date, and you can sit back and forget about it. Our Network Division is headed by Guy C. Zingery.
His 20 years experience in photography and reporting, brings you the advantages of expert skill and
the right equipment for any assignment in any city
in the country. You pay no more for a job in New
Orleans, or any other city, than you do right here.
Rates are uniform and there is no travel cost. Want more information? The enclosed card in the mail will bring it at once. Or, for even faster action, phone Guy Zingery now, collect. There is no supposing about Kranzten service. It fast, complete and priced in advance so you know what you get, when and for how much.

^{*}The Teacher's Word Book of 30,000 Words, Thorn-dike & Lorge, Teachers College-Columbia University.



Mildred Caldwell & Co.—Sacramento

Cuts Tying Time on Self-mailers

"EXACTLY 50%"

"In a timed run, tying self mailers, we found time saved was exactly 50% over hand tying," states Mildred Caldwell, partner of Mildred Caldwell & Co., fast growing Sacramento letter shop. She continues, "Now we tie packages of all sizes and shapes and get them out on time—before we were always in a bind getting them ready for delivery. We are especially pleased with the neat, tight tie made by the Bunn machine... we know packages won't come apart even with rough handling."

Besides tying their own mailings, the Caldwell shop does a volume business in packaging materials for others..."a job that would be impossible without our Bunn Tying Machine."

A Bunn Tying Machine speeds up any tying operation. You get a complete wrap and tie FAST-up to 10 times faster than hand tying! Operation is simple, positive and safe. Just place the items on the tying table and step on a trip. The Bunn machine does the rest automatically.

Find out how Bunn automatic tying can save time for your company. Send today for complete information.

BUNN

PACKAGE TYING MACHINES Since 1907

B. H. BUNN CO., 7605 Vincennes Ave., Dept. RD-40, Chicago 20, III.

Expert Department: 10406 South Western Ave., Chicago 43, III.

MAIL COUPON NOW FOR MORE FACTS

B. H. BUNN CO., Dept. RD-40 7605 Vincennes Ave., Chicage 20, III.

]	Please	send	me	0	сору	of	your	free	bookle	t.
E]	Please	have	0	But	nn Tyi	ing	Engli	1000	contact	me.

Company ____

City_____State___

is not lost on the reader.

I hope some day when Congress is looking for another law to pass it will consider banning forever letters that begin with, "We are pleased to announce . . ." That should please many people.

The rewrite sticks to well known words, goes easy on adjectives and heavy on verbs. It tries to picture action in every paragraph, first by the writer, then by the reader. Keep your letter moving and your reader will move right along with it.

Since this is a photo service a good series of letters might use the case history technique they offer and include a photo with each letter, Fortunate is the man who can sample his product in every letter he sends out.

TESTING

(Continued from Page 46)

you've got, and you have to live with it.

There's only one thing that you can be (almost) absolutely sure of. If you mail the rest of the list, you're not going to get exactly the number of returns that your estimate indicates. So what now?

You can get a good working approximation of what will happen next by taking the square root, of your number (not, repeat not per cent) of returns. Adding this square root to your original number of returns will give you an upper limit of expectation. Subtracting it will give you a lower limit. Your returns will exceed the upper limit, or fall below the lower limit, only one time out of three.

Verbal explanations are confusing — here's an example to clarify the method. Suppose that you mail a thousand pieces, and you get a $2\frac{1}{2}\%$ return. Then

 $n \times p = np$ $1,000 \times 2.5\% = 25$

 $\sqrt{np} = \sqrt{25} = 5$

25 plus 5 = 30 - your upper

expectation limit

25 minus 5 = 20 — your lower expectation limit

The square root of np is called (Continued on Page 56)

TEvery eighth grade child can work out square root with a pencil and paper. I've forgotten the method myself. I usually look them up in a table. You'll find a table of square roots, chi-square tables, and tables on the normal curve, etc., all of them things that we'll touch on here, in Tables For Staisticians, one of Barnes and Noble's College Outline Series. Available for a buck and a half in bookstores, and most drugstores.



GET THE WHOLE STORY

whole store send today for this fact-packed booklet, which illustrates the many advantages of Bunn Tying Machines. Or let a Bunn Tying Engineer shaw you.

HOW TO HANG CUSTOMERS (OVER THE COUNTER)

Garrotes, gallows and gibbets are gauche. Customers willingly suspend themselves over the counters of merchants who know how to use Mass Mail.

This versatile medium is ideal for building sales, traffic and customer loyalty. It combines the intimacy and individual appeal of a personal letter with the broad market coverage of the mass media.

Lemarge is one of the pioneers of Mass Mail. We have used our knowledge of lists, market and product testing and other Mass Mail techniques in the service of some of the nation's largest advertisers.

In addition to consulting services, Lemarge also handles the production and processing of over a million pieces of mail daily, and creates the kind of sales-pulling copy and art that can be depended on to queue up the counters of our clients.

If you are looking for expert Mass Mail services, perhaps you should depend on Lemarge.



LEMARGE

(among other things) the standard deviation. We'll call it "d" for short, and it will turn up frequently as we go along.

It's important because your average return (which is what np is, in this case) plus or minus ONE standard deviation will cover about ²/₃⁸ of all the probabilities you can expect.

TWO standard deviations will cover about 95% of all probabilities. If, in the example given, you wanted to set a range of expectation which would be exceeded about 5 times out of a hundred, you would take your average

\$68.26 per cent, more accurately.

(np) add and subtract twice the deviation, and come up with your answer, i.e.:

 $\begin{array}{l}
 \text{np} = 25 \\
 \text{d} = 5
 \end{array}$

 $2d = 2 \times 5 = 10$

25 plus or minus 10 gives you a range of 15 to 35 orders per 1.000 mailed.

Which is to say that you have only 5 chances out of 100, or 1 out of 20, that your returns from the whole list in this case will be less than 15, or more than 35.

If you've gotten this far, you've got a good preliminary grip on the Poisson distribution. It has a lot of fascinating features that will come up in the next installment. It has disadvantages—it doesn't work well for very small samples, or for very high percents of return (Don't use it if you're getting more than 10%, for instance—it's not a tool for analyzing the normal renewal series, or the return on a fund raiser's house list).

One or two more comments, before I leave you to practice the analysis on your own material. First, this doesn't exhaust the usefulness of this tool. It will come in very handy later, and for other purposes. Second, take a little care in how you use this or any statistical method. There may be factors you know about which would upset any mathematical expectation. If there are, don't let the charm of algebraic manipulation upset your good judgment. And third - take a good look at the 95% probability range-(also known as the 5% confidence level, because you'll get a bigger spread in probabilities only 5% of the time.) It was imported bodily into direct mail analysis from biological and medical fields, where near-certainty is more important than it is in direct mail. I don't like it, for reasons which should be apparent.

Finally on either the ½ or the 95% level (at 1 or 2 standard deviations) the possibilities of falling into the upper range are computed. Most direct mail people are concerned primarily with the lower limit of expectancy—they don't want returns to go below a certain point.

Usually, you can make a fair estimate of your chances of falling below a certain return by taking one half of the computed probability. Specifically, if you have 1 chance in 3 of getting either less than 20, or more than 30, then your chances of falling into one of these extremes are $\frac{1}{2}$ of 1 chance in three. $\frac{1}{2} \ge \frac{1}{3} = \frac{1}{6}$, so that in general your chances of getting less than the figures indicated by the lower limit of 1 deviation are only 1 out of 6.9

END OF PART ONE

The second in this series will appear in the May issue

"Purists who have restrained themselves up till now have done nobly. They may object, legitimately that this last statement will hardly hold when the Poisson distribution is used to approximate an actual distribution which he perceptibly skewed; and that it's not much use when ap equals a very small integer. They're right. We'll cover that later. Meantime, the distribution is not only useful, its parameters can be approximated by mental arithmetic; a good thing for people who commute.

Outstanding

for creative design and special services

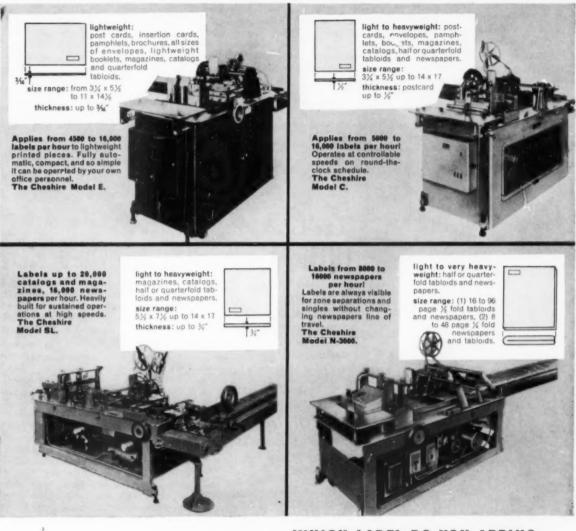




Specialists in ENVELOPES every kind...for every need

WHICH PRINTED PIECE DO YOU LABEL?

There is a Cheshire machine for every labeling requirement!



All models automatically feed, cut, glue and attach labels!

All are rotary labeling head machines, fullyequipped with variable speed magnetic brake drive units, vacuum pump units, all electrical equipment and variable speed conveyors. Rotary cut label head also available for Model E and Model C.

WHICH LABEL DO YOU APPLY?

Cheshire machines apply all types of labels pre-addressed from plates, stencils or punched card systems!

IBM type 407 or
Addressograph electronic facsimile tape labels

roll strip labels

or continuous pack form labels

CHESHIRE

Write for free literature today!

1644 North Honore Street . Chicago 22, Illinois

(Continued from Page 41)

their fee supports substantial promotional efforts . . . space advertising and inquiry seeking direct mail. Inquiries are turned over to members for follow-up.

All this I learned, as a privileged observer at DMCP's second annual meeting in Toledo during the weekend of March 11th. For three whole days, nearly 90 attendees reviewed the year's progress and the prospects for the year ahead. Without exaggeration, it was one of the most inspiring three days I've spent in a long, long time, The campaigns I saw, which

have been produced and are in production, are some of the finest work being done in the field. In a word . . . professional. The day-long meetings were informal yet electrifying.

Imaginative, tough minded Jim Curtin led the proceedings, raised Cain with members who weren't following tested selling techniques. tested self-promotion techniques in offering business top creative planning and preparation of direct mail. Successful users like Cliff Kelly of St. Louis and Bob VanderPyl of Advertising Letter Service, Detroit. Dan Newman and Carl Waring of Fermaprint, New York, documented

"how they did it" by showing their results and their campaigns.

How does DMCP work? Simply. DMCP, with headquarters in Toledo. Ohio operates as the creative brain for its member shops. DMCP advertises for inquiries, passes on inquiries to members (only one lettershop per town) who calls personally on prospects to determine the sales problems and to develop specifications for a direct mail program. These "specs" are forwarded to Toledo (connected by teletype) and DMCP headquarters goes to work on copy, layouts, lists and prepares presentation for the member lettershop, who in turn presents it to client. Client OKs and members produce it locally. after DMCP headquarters completes final art.

The network system works in reverse, too. A DMCP member, having come up with the successful campaign locally, will forward it to DMCP in Toledo to be syndicated to other members. These campaigns, as the others do, form a fabulous library upon which members can draw.

DMCP can also create and execute complicated dealer programs and offer a national or regional advertiser the flexible local facilities of its members, to produce and work with dealers at local levels.

This is, in a nutshell, what it's a!! about, what I went to Toledo to learn. As if a three day program were not enough, I asked Jim Curtin to take me back to his "shop" before boarding my plane. I wasn't surprised to see an orderly, clean, modern 6000 square feet of office space. I was, staggered though, by the quantity and quality of direct mail campaigns they've produced in the last year. I was like a kid in a candy store with a credit card... seeing all the story possibilities for future Reporters.

Reflecting on what I heard and saw, I must say that the network concept is (1) an absolutely successful method of developing outstanding campaigns (2) a bonanza for member lettershops. Top quality can be sold with profit to client and producer. While the network concept is not new to direct mail, DMCP will have the distinction of being the first highly organized, highly promoted, large network.

It is here and working. It will be a great credit to direct mail as a medium. It will be a substantial factor in education of newspaper editors, some of whom are blindly shouting junk.



· Cotton

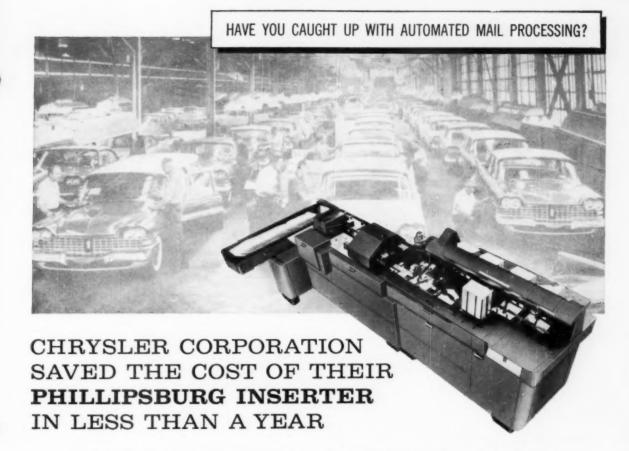
Superior Manifold

25% Cotton

ESLEECK MANUFACTURING CO.

TURNERS FALLS, MASSACHUSETTS

Send for free samples on your business letterhead



Before Chrysler Corporation equipped their mailing department with a Phillipsburg Inserter, crews of women hand-inserted mailing material, moistened and sealed envelopes. Now a modern Phillipsburg Inserter inserts up to 8 enclosures into envelopes as they flash through the machine. Then in the same continuous sequence automatically moistens and seals the envelopes, imprints postage, counts and stacks up to 6,000 pieces of mail an hour. In less than a year Chrysler Corporation's Phillipsburg Inserter paid for itself. Presently, 90% of the company's mailings are handled internally with greater speed, accuracy, economy and with complete security.

Whether your mail operation rivals a first class post-office, or you would use your Phillipsburg only a few hours a month, a Phillipsburg Inserter will reduce your present mailing costs 80% or more, and pay for itself in less than three years.

Fill in and mail the coupon for complete information on how the Phillipsburg Inserter can reduce your mailing costs, speed your mailing operations.

HAVE YOU CAUGHT UP WITH AUTOMATED MAIL PROCESSING? In one continuous sequence the PHILLIPSBURG INSERTER Gathers. Nests. Opens Envelope Flaps. Inserts. Moistens, Closes, Seals Envelopes. Imprints Postage. Counts. Stacks up to 6,000 Pieces of Mail an Hour

Bell & Howell Phillipsburg PHILLIPSBURG NEW CERCET	BELL & HOWELL PHILLIPSBURG COMPANY 14 East Jackson Blvd., Chicago 4, Illinois Please send
	CITYZONESTATER4-60

It's clear to see!

Positive attention and readership become automatic with

Visualize your own sales messages, colorfully printed on sparkling, clear plastic . . . creatively combining your colors, copy, letterhead . . . into a power packed direct mail advertise-

Transparency permits many unusual and unique effects . . . offers a new dimension in direct mail promotions . . .

This CRYSTALETTER was created and processed for the BIGELOW-SANFORD CARPET CO. by GOODREN PRODUCTS CORP. 101 West Forest Ave. • Englewood, N. J. LOwell 8 • 0610 • Wisconsin 7 • 4435

Send Now..

for complete information, samples, prices. Our design facilities are at your

service!

Godien PRODUCTS CORPORATION

101 West Forest Ave. . Englewood, N. J.

NAME

ADDRESS

COMPANY

CITY

STATE

PROGRESS REPORT ON ETHICS AND RACKETS

1960 may go down in history as the year of the big cleanup in advertising . . . and especially direct mail. We are beginning to get encouraged after years of discouragement.

The Direct Mail Advertising Association is starting to implement its Code of Ethics, and we'll do everything to help. The Federal Trade Commission and the Inspection Department of the Post Office are really going to town. We see many of the well-known pain-in-the-necks in the news bulletins of both agencies. It's peculiar how these shady operators never learn. They get caught, convicted, fined and/or jailed, but after the heat is off they start all over again, thinking that this time they will be smart enough not to get caught.

But from all appearances . . . the pornography promoters are running scared. The new laws and stiff local sentences have them all worried. Latest reports show current mailings

much reduced.

The FTC has been very successful in running the deceptive skip-tracers outfits out of business.

There is nothing new to report on the homework-franchise rackets (in addition to January Scuttlebutt). Federal agencies are investigating and we are hoping for the best.

Local district and federal attorneys are getting more active in getting indictments and prosecuting phony mail order schemes, such as gas-savers, dolls which turn out to be paper, etc.

On the non-fraud, but questionable fronts, everyone seems to be concerned about the need for better ethics.

Publishers are again having trouble with field subscription selling crews. "Central Registry" was supposed to remove all the ills. But recently, crippled salesmen or pathetic refugees have been irritating householders with their obnoxious pitches. A number have been arrested and either jailed or sent out of town.

Another vicious racket is under investigation by the Better Business Bureaus and others. Racketeers have worked their way into law enforcement associations in various states

. . . particularly in the South. They get the association to sponsor a year-book. Boiler room techniques go into operation. Out-of-state firms get high-pressure phone calls insisting that ads be placed. The calls are followed up by mail. There are implied threats that if ads are not taken, firms will have trouble doing business in state. Pressures are heaviest on firms running trucks through states.

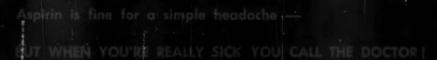
If you are approached . . . get all evidence and file complaint with your local BBB. There is one association not guilty. The Florida Sheriffs Association prints prominently on its monthly magazine to members, "The Florida Sheriffs Association solicits no advertising." We will have more on this story later. Investigations are in progress.

Some directory promoters are still irritating people by sending "proforma" invoices for advertising not ordered. They can be stopped if enough people complain.

A few publications (who should know better) are violating good taste by billing for unauthorized renewals and then following up with tough dunning letters.



it's clear as Crystal...



It's the same with carpot cleaning...your vacuum cleaner does a good, serviceable job in removing <u>surface</u> sollage...but for thorough, deep-down cleaning your carpet must have professional care!

Here's thy: despite the most careful housekeeping efforts, grit and coil particles settle down into the "roots" of carpet fibers over a period of time. As they accumulate, they become more and more deeply imbedded...not only dimming the beauty of your carpet but actually shortening its life by abrasive action under the pressure of footsteps.



Only <u>professional</u> cleaning, using specially designed power equipment, provides the thorough action necessary to loosen and remove this down-to-the-bottom soilage. And for professional cleaning of your wall-to-wall carpet, <u>nothing equals the famous KARPET-KARE professional cleaning method</u>, developed and backed by the makers of BIGELOW Rugs and Carpets ...oldest name in the American carpet industry.



You've seen KARPIT-KARE advertised in McCall's magazine
...and KARPIT-KARE proudly displays the McCall's Seel of Approval!

KARPET-KARE is the nationally-known method that enables our laboratorytrained experts to clean your wall-to-wall carpets right on the floor
in your home in just a matter of fours.

And now, thanks to a new, built-in chemical ingredient, KARPET-KARE also mothproofs as it cleans...protects your carpets against moth damage for a full year after cleaning!

More than likely your sall to wall carpet deserves a KAREL ZARE "beauty treatment" now. Remember, clean carpet not only looks better and is more healthful... It also wears longer. And KARPET KARE elecaing is the wisest way to protect your carpet investment.

Why not call us for a free estimate? No obligation, of course!



itis clear as Orystal ...

Aspirin is fine for a simple headache -

BUT WHEN YOU'RE REALLY SICK YOU CALL THE DOCTOR!

s seed remests mustary..., your variet of the same ships..., good, serviceable tob in removing surface sollage..., but for thorough, deep-down cleaning your carpet must have professional care!

Here's winyl despite the most careful housekeeping efforts, grit and soil particles settle down into the "roots" of carpet fibers over a period of time. As they accumulate, they become more and more deeply imbedded...not only dimming the beauty of your carpet but actually shortening its life by abrasive action under the pressure of footateps.

Only professional cleaning, using specially designed power equipment, provides the thorough action necessary to loosen and remove this down-to-the-bottom soilage. And for professional cleaning of your wall-to-wall carpet, nothing equals the famous KARPET-KARE professional cleaning method, developed and backed by the makers of BIGELOW Rugs and Carpets ...oldest name in the American carpet industry.

You've seen KARPET-KARE advertised in McCall's magazine
...and KARPET-KARE proudly displays the McCall's Seal of Approval!
KARPET-KARE is the nationally-known method that enables our laboratorytrained experts to clean your wall-to-wall rarpets right on the floor
in your home in just a matter of hours.

And now, thanks to a new, built-in chemical ingredient, KARPET-KARE also mothproofs as it cleans...protects your carpets against moth damage for a full year after cleaning!

More than likely your wall-to-wall carpet deserves a KARPET-KARE beauty treatment" nov. Remember, clean carpet not only looks better and is more healthful...it also wears longer. And KARPET-KARE eleming is the wisest way to protect your carpet investment.

Why not call us for a free estimate? No obligation, of course!

The unordered merchandise rackets are still with us. In one so-called charity drive . . . even though the unwanted merchandise is returned, dunning bills are still received. Many people are complaining about the company which mails unordered newspaper clippings sealed in plastic. Deaths, births, marriages, etc, Charge \$1. If memento is not returned or paid for . . . dunning invoices follow. At bottom of invoice, "It is essential that we receive payment in order to continue this service to American newspaper readers." Oh, yeah!

About the biggest publicity blast ever appeared in the March 15 issue of Look. If you have not seen page 40, "Where Does Your Charity Dollar Go?" by Peter Maas, be sure to get it. It's a devastating expose of the rackets and borderline cases in the charity field. It will hurt many of the ones we could do without. Some of the cases quoted were exposed in the Reporter a number of years ago, such as the non-existent cancer hospital . . . and the National Kids Day Foundation. After this Look article, many supporters will start asking questions . . . and they should.

Four rules at the end of the article should be read by everyone: (1) Never give to any street solicitor unless the drive has been officially certified by your community. Los Angeles has solved the problem by banning all such appeals. (2) Under no circumstances should you ever respond to an appeal by telephone. Invariably, this means that a "boiler-room" operation is playing you for what it can get. (3) Never donate to any cause that has sent you unordered mer-chandise. You are under no obligation to return it. If you mail back a contribution, you can be certain that most of it will not reach the unfortunates for whom the charity was organized. Nationally, there are two outstanding exceptions: the seal campaigns for the National Tuberculosis Association and the Crippled Children's Society. (4) If in doubt, check with your local Better Business Bu-

Author Maas credits the Damon Runyon Foundation as the only completely "clean" charity. No salaries, no operating expenses, no cost for money raising. All proceeds allocated for research.

We are a long way from getting all the rackets and borderline cases cleared away... but if enough of us think about it, talk about it and do something about it ... many good things can be accomplished...



New Monthly Series Describes How GENERAL FOODS SOLD 500,000 COOKBOOKS BY MAIL

General Foods Kitchens, in a giant public relations effort, wanted to place a colorful cookbook, (\$4.95) in as many homes in this country as possible. They chose the medium of direct mail and used distinctive mail order techniques to select the right homes to contact. How they decided what lists to use, how they decided what mailing packages to use, is part of Report #1 of a new publishing service called Adventures in Selling. The report, in handsome portfolio format, includes 4 illustrated inserts which picture the mailing pieces and reproduces, for you to read, the winning letters used. Also included is an actual sample of the 4-color brochure which was a common element in all mailings. You are invited to inspect this first issue.

Send \$1.00 for a copy of the General Food Kitchens report, which we will send you by return mail along with a list of the next eleven reports to be published this year. If you should decide that you'd like to receive the next 11 reports, we will apply the dollar you send to the one year subscription price of \$7.50. With Report #1, we'll send you a business reply card which you can use to

notify us that you want all twelve reports. On receipt of that card, we will bill you \$6.50. Please attach your check or dollar bill to coupon below.



The Repo	orter o	f Direct	Mail	Advertising
224 Sevent	h Street.	Garden	City, L.	I., New York

- □ Please send me a copy of Report #1 which details the exciting General Foods
 Kitchens promotion. One dollar is attached.
- Your whole Adventures In Selling project looks interesting. Sign me up for
- ☐ My check for \$7.50 is enclosed ☐ Please bill me

NameTitle

City Zone State





HOW TO FIGHT INFLATION

REPORTER'S NOTE:

The following blast came from Paul Bringe of Milwaukee, who blew his top when he saw news reports that Congressmen voted to allow "patron" or non-addressed mail for their own letters... but not for the public. You might show this to your local newspaper editor.

Congress has suddenly found need for a law to make non-addressed mail service in city delivery areas available to Congressmen only and not to run-of-the-mill post office customers like you and me.

Your Congressman never has paid postage. You have paid it. Now he proposes to relieve himself of the cost of list maintenance and addressing. No doubt this is part of the national fight against inflation — nothing will bring down the cost of mail faster than eliminating postage and list maintenance and addressing costs. Well, not really bring down the cost—let's call it transferring the cost to you, and you and you.

This is what is termed a truly "nonpartisan" matter. You might be a staunch southern Democrat dedicated to the Greater Glory of Home and Motherhood, or perhaps you are a northeastern Republican devoted to the Sad Plight of the lobster fisherman. And you differ violently with your esteemed colleagues over what should be done on foreign aid for Lower Slobovia.

But these, gentlemen, are matters of small consequence when an overriding issue of truly National Importance arises. And what could be of more importance to the very survival of our Great Nation, to furthering the fight against Evil and Ignorance, to Preserving all that is Best in our Heritage—what could be more important in this Great Battle than to reduce a Congressman's mailing costs? Why nothing, of course!

Everyone knows that it is a Congressman's Sacred Duty to educate his constituents, to give them the benefit of his Inestimable Wisdom on matters of State. How else could they learn to vote right on election day, how else could they learn of their great good fortune and wisdom in electing Joe Bigpants to office?

Of course, there are such vehicles of public information as newspapers, radios and TV. And they are effective, though it is suggested that not all who can vote avail themselves of these privately operated means of communication. Then, too, (horrible thought) our unworthy and incompetent opponents can also use this means of Education and Enlightenment providing they can pay for it.

Ha? That's the ticket, boys! We'll create a new kind of mail, for sitting Congressmen only (and surely there is no other kind). We'll reduce the cost of mail. Postage? Who needs it? List maintenance and addressing? Who needs it? And so a new law is passed and the Congressmen file out of the August Halls congratulating each other for their Great Wisdom and Great Foresight.

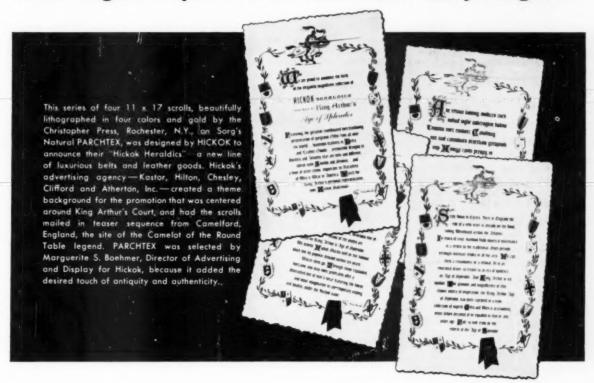
And presently there appeareth in the Halls of Congress the minions of the Postmaster General with mournful tales of the postal "deficit." After a full report of this Intolerable Situation the solution is found. Raise the rates. Its only right that the user of the mails should pay for the service. And, of course, the user is you, you, and you. And you will agree, won't you, that the post office should be run as a business? Of course, that's just good common sense, boys—let's be businesslike—and up go the rates.

Postal patrons now believe it is time to respectfully suggest that the well-fed orators of whatever political persuasion get their cottonpickin' fingers out of the post office cash register. The American public is quite capable of creating it's own postal "deficit." In this department it needs no help from experts.

-Paul J. Bringe

HICKOK selects PARCHTEX*!

...an Elegant Paper for an Announcement of Elegance





Your Sorg distributor will be happy to furnish you with a PARCHTEX Swatch Book showing the full line of sizes, weights, and colors carried in stock.

Elegance...charm...glamour...dignity...distinction—PARCH-TEX has them all! That's why so many printers and advertisers are choosing PARCHTEX, with its luxurious appearance of fine parchment, to set their printed pieces above and apart from the ordinary.

Whatever the job—be it a single-color letterhead or a big, multicolor brochure—PARCHTEX provides the impressive touch that wins sales and influences customers. Try PARCHTEX yourself! You'll be delighted with its rich, velvet-textured look, and the ease with which it performs in both pressroom and bindery.

Ask your Sorg distributor for the new PARCHTEX Printed Samples Portfolio, and for sample sheets of PARCHTEX in both the 24 lb. text weight and 65 lb. cover weight, in Green, Blue, Pink, White, and Natural. Phone him today!



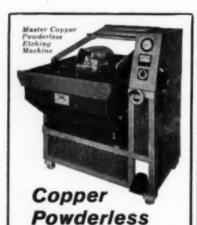
THE SORG PAPER COMPANY · Middletown, Ohio

Manufacturers and Converters of Stock Line and Specialty Papers

Offices in NEW YORK . CHICAGO . BOSTON . ST. LOUIS . LOS ANGELES

SORG STOCK LINES

WHITE SOREX • CREAM SOREX • LEATHER EMBOSSED COVER • PLATE FINISH • EQUATOR INDEX BRISTOL • REGISTER BOND MIDDLETOWN POST CARD • 410 TRANSLUCENT • EQUATOR LEDGER • SORG'S BLOTTING • TENSALEX GRANITEX • PARCHTEX



Etching . . . Superior printing-molding is now a reality in copper plates. Greater depth in highlight,

HORAN ENGRAVING CO.,

middletone and shadow areas.

44 West 28th Street, New York 1, N. Y. MUrray Hill 9-8585

Branch Office: Newark, N. J.

OVER WORKED

TRYING TO REACH THAT TYCOON?

GIVE AHREND YOUR TOUGHEST PROMOTION JOB - And watch the orders pour in!

Let us create the sales idea, copy, and art; handle printing, production, and lists . . . to produce higher returns per dollar. (Or use your pet printer, if you prefer.)

Single job assignn ents or retainer basis.

Call Herb Ahrend . . . PLaza 1-0312.

AHREND ASSOCIATES

601 Madison Avenue New York 22

PLaza I-0312

Planning Art, Copy, and Complete Production of CATALOGS - POSTERS - DISPLAYS - SALES LETTERS - BROCHURES - DEALER AIDS FILMS FOR TV AND BUSINESS - MAILING LISTS - MAIL ORDER CAMPAIGNS

NEWSPAPERS NEED EDUCATING

Most of the newspaper editorials appearing against direct mail are obviously written by persons who do not know the facts . . . or they deliberately distort the facts in order to hurt a competing medium of adver-

Nearly every negative editorial we've seen mentions that nasty word "deficit." When you see examples of this illogical reasoning, you folks around the country should send your local editor a copy of our analysis in February 1960 Scuttlebutt. The term deficit shouldn't be applied to Post Office free and public services any more than the same term should be used to describe the Department of Agriculture subsidies to the farmers and the enormous payments for surplus food storage rentals. Here's a typical newspaper attack on direct mail. It appeared on the editorial page of the New York Daily News during February:

"Why subsidize a nuisance? The President is asking Congress for another series of postal rate raises, to kill off most of the Post Office Department's habitual deficit of about \$600 million a year. Among the boosts would be a 42% increase in rates for carrying advertising by mail—a lot of it sucker list mail. We'll be accused of wanting to hog advertising for the news-papers, but we favor this proposal nevertheless. Why the taxpayers should subsidize such mail, most of which is a nuisance to those who receive it, is a question to which we know no answer.

We're not convinced that there is a deficit, but if there is one, let's call the shots right. Editors shall study the composite chart of the Cost Ascertainment Department of the Post Office . . . showing total and average revenues of all classes of mail, with number of pieces, weights and transactions. (Preliminary figures for fiscal 1959 now available.) The second class subsidized rate for newspapers and magazines accounted for only 21/4% of total 1959 revenue, but these publications registered 111/2% of total pieces and 233/4% of total weight. Average revenue per piece . . just a small fraction under 1¢. Third class (delayed) mail on the other hand accounted for just over 121/2% of revenue; 273/4% of number of pieces; only 10% of total weight; and averaged $2\frac{1}{4}\phi$ per piece. Compare those figures . . . and decide whether the newspaper attacks on direct mail make much sense.

A NEWSPAPER LEARNS ABOUT DIRECT MAIL

In Tulsa, Oklahoma, Carl Flynn and Jimmie Miller of the Tulsa World-Tribune are finding out that direct mail can be a useful tool in selling space in their one-shot seasonal editions, or special editions for auspicious occasions.

As Jimmie Miller, assistant advertising manager wrote us, "Direct mail to sell advertising is a relatively new

innovation with us. Began to use it less than two years ago, but already it's proved itself to be an effective medium for opening doors."

The Tulsa World-Tribune uses direct mail letters as entrees for salesmen whenever they're preparing one of those special editions. Their annual football guide—published early in the Fall is one. Also the Christmas gift guide published early in December.

The letters are mimeographed with printed signature, are definitely 'hard sell" in tone. Letter advises the recipient that a salesman is going

to call.

Results have been good, and Jimmie tells us the salesmen are happy with the direct mail assist they're getting. The salesman generally tries to see the advertiser the same day the letter is received and many times, the salesman will see the letter opened on the desk-a natural lead-in for his sales pitch.

We agree 100% with Jimmie when he tells us "Even with our limited and amateur use of direct mail, we have discovered an unlimited potential which we hope to further exploit. Here's one newspaper which has learned a competitor can become

a real friend!"

WATCH FOR THIS?

Keep your eyes on the "Letters to litor" columns in your local news-Editor paper. See if you can detect a letter similar to the following:

HE'D PUT AN END TO THE JUNK MAIL

The "junk mail" business is becoming more and more annoying. The abuse of the bulk mail rate grows and grows.

A sure and effective way to combat this annoyance and, at the same time, put more money into the Post Office department to help offset its deficit is simple.

Most of these mail advertisers enclose envelopes for the prospective customer's

the company our customers

built



Back in the early 1930's some of our customers discovered that we had a genius for fine presswork. One thing leads to another, so we found ourselves adding the finest press equipment, first for letterpress, then for offset. Today we have about as flexible a set-up as you will find anywhere, for runs of any size, on our one, two-, and four-color presses.

And not less important, most of the customers who came to us for fine printing more than a quarter century ago are still buying it from us today. They set our standards, and we trained our people and selected our equipment to keep them happy.

If you want to know how good we are, ask our customers who are some of the most distinguished and demanding users of printing in America.

To make our business more unusual, another group of clients, leaders in advertising and advertising agencies, depended on us for fine advertising typography. To satisfy all their needs we have developed complete facilities for machine (linotype, monotype) and hand composition in all sizes—foreign languages included.

So here we are: one foot in letterpress printing and offset lithography, the other foot in advertising typography, and both feet firmly on the ground!

To learn more about the service that our customers built, and what it can do for you, drop us a line or telephone ANdover 3-0722.

$Runkle \cdot Thompson \cdot Kovats \cdot Inc$

Lithographers • Printers • Advertising Typographers • 650 West Lake Street, Chicago 6, Illinois



"HELLO, MOTTO MAN-COME IN, JACK"

Clients who use the motto direct mail campaign tell us their solesmen don't cool their heels in reception rooms. They get a quick, first-name welcome even from stronge prospects called on for the first time. The motto mailings pare the way far friendly relations, effective soles talks, more orders. If the compaign fifs you w'ill propose a six month test use with money back guarantee if results aren't up to expectations. Ask for information on your business letterhead.

LET'S HAVE BETTER MOTTOES ASSOCIATION 2127 East Ninth St. Cleveland 15, Ohio

INVISIBLE PRINTING **GETS RESULTS!**

Free Samples JAckson 2-6506

M. E. Moss & Co. 119 - k Ann St. Hartford 3. Conn.

DON'T SELL BY MAIL . . . WITHOUT GETTING OUR (simplified) SALES PROMOTION SCHEDULE FORMS.

Designed to help you calculate advertising & mail order expenditures and sales orders. Send \$1 for (10) trial order forms. Money Back Guarantee. Personnel Research, P.O. Box 38311, Dept. R, Los Angeles 38, Cal.

GARDENER LIS¹

Write for Information-Ask for Group No. 1

ROSKAM POST OFFICE BOX 855 KANSAS CITY 41, MO.



Selling is like shaving If you don't do it every day YOU'RE A BUM!

Reproduced from an 81/2 x 11-inch bulletin to the sales force by Joe Taylor of Wheeling Machine Products Co., Wheeling, West Virginia.

reply-with guaranteed return postage paid by the promoters.

Just seal these many envelopes without any enclosure and mail them back.

Then, maybe, because of the high cost of their return mail, they will become dis-couraged with this type of advertising. Churchill Bartley,

New Buffalo, Mich.

We have seen the same identical copy in other papers, but didn't save the clippings. The letter quoted above appeared in a small eastern weekly. not in Michigan. It was clipped from the paper and tacked on the bulletin board of a company which derives at least 80% of its business from direct

Some people suspect that this is part of an organized campaign to discredit direct mail; possibly to get it legislated out of existence.

If you find a local repetition, send us the clipping. But at the same time . write to your local editor and ask him "How come?".

MORE ABOUT FORGETTING

In the January 1960 Reporter there was an item about how fast people forget. We quoted from an out-ofprint book by Professor Poffenberger and ran a chart supposedly showing a "curve of forgetting." Possibly we should forget all about it as the subject is getting too deep for us. But among the learned comments received . . . we enjoyed these paragraphs in a letter from John A. Libertine of Associated Writers, 409 Quincy Ave., Braintree 84, Mass.

Quote. I'm really surprised at your falling for the most common editorial error in the world: quotation out of context. I'm referring to the excerpt from Poffenberger's book. "Such a curve is . . . ," etc. The point is, this is NOT supposed to be an "average" or "typical" curve of forgetting!

'It is a particular curve which results from a particular test. The simple fact is that you or I (or anyone) could make up all kinds of tests and come up with all kinds of curves. You could prove the exact opposite of what this curve "proves" by making up the right test.

Just 'fer instance,' let me give you a slight indication of what you're up against if you start to study "forgetting" . . . or as we already said, better make that "learning."

1. There are different kinds of learning. (Instinct, conditioned reflexes, unconditioned reflexes, etc.)

- 2. There are different degrees of
- 3. There are different motivations which determine how much will be learned and for how long.
- 4. There are different physical conditions which have a definite bearing on all the above.
- 5. There are many other effects (known and very probably unknown) which enter in. Among them, we just name habit, age, emotions, etc., etc.,

The point I'm trying to get across is that there are so many variables that it becomes, as a matter of practicality, about impossible to predict what retention will be likely from any given stimulus. Comparing this to our own field of direct mail, it is like trying to test the effectiveness of . . . oh, let's say green versus red stamps and doing this with an infinite number of different letters! In other words, we just cannot (with our present knowledge) eliminate enough of the variables excepting under extremely artificial laboratory conditions as illustrated by your curve by Poffenberger. End quote.

All of which brings us back to the starting point. The Reporter has claimed all along that statistics on "forgetting" are totally unreliable. It all depends on the subject or situation to be remembered or forgotten. But if you solemnly quote statistics . . . that is supposed to make you an expert.

DIRECT MAIL GROWTH

Frank J. McGinnis, Truck Advertising Manager of Ford Motor Company, in a speech said that direct mail has grown faster in the last ten years than any medium (except for the new television). Some of the reasons he listed are:

Direct mail readership is higher than that of any other media. It arrives un-encumbered with what is sometimes called "entertainment material."

The average readership of direct mail. based on studies made over the past several years, is 56%. It has run as high as 90%. There is an average of 2.3 readers for

each mailing piece.

Direct mail is perhaps the most flexible, the most variable of all advertising media. There are no fixed limits of page size, number of colors, size of circulation, character of audience, or frequency of message.

We picked up these quotes from the always interesting Reflections, house magazine of The E. F. Schmidt Co., 3420 W. Capitol Drive, Milwaukee 16, Wis. .

how will YOU offset the new postal increase?

Reduce the number of pieces mailed?

Reduce the number of mailings?

Reduce the quality of your mailings?

Reduce your offer?

If you're considering any of these solutions, think again. Sure, cutting down on quantity, quality or frequency will keep your total direct-mail expenditure in line. But think what it will do to your returns. The number of returns goes down . . . cost per return goes up . . . profits drop.

But wait. There is an easier way to offset the postal increase. Simply improve the percentage of returns! That way you can actually mail to a smaller list and not sacrifice a nickel's worth of sales, leads or any other type of return you want.

Here's How To Increase Your Returns

In side-by-side tests, CABOT'S RESPONDA-LETTER has consistently out-pulled ordinary letters from 30% to 60%. In some cases it has actually doubled returns. No wonder so many users of direct-mail — advertisers who drop

sers of direct-mail — advertisers who drop several million pieces at a time, several times a year — rely on the CABOT LETTER to produce more returns, more economically.

What makes CABOT'S RESPONDA-LETTER

What makes CABOT'S RESPONDA-LETTER so productive? It's the "built in" reply form that fits in a pocket back of a window at the top.

By merely pre-addressing your reply form (card or envelope), you automatically *personalize* the letter (which you *know* increases returns!)...

you address the mailing envelope . . . and you personalize the reply. All three are done in one operation, at no more than the cost of addressing the mailing. The reply card catches the reader's attention immediately. And it cannot be lost or mislaid before it's ready to be used. .

Quality and Delivery You Can Depend On!

If you are a mass mailer interested in maximum returns at lowest cost, you certainly owe it to yourself to see how CABOT'S RESPONDA-LETTER can fit into your direct-mail program. Our entire operation is geared for volume mailings (100,000 or more). Our system of controls assures consistent high quality and dependable delivery. You get all your letters, reply forms and outside carriers on the date you specify! And you can be sure every part of your mailing will be perfect - cut and folded to the right size for easy, trouble-free inserting and mailing. Our 25 years experience in producing thousands of successful direct-mail promotions means you can choose CABOT'S with confidence. In addition, if you're looking for new ways to promote your product or service by mail . . . a fresh new approach to copy, layout or merchandising . . . our creative staff can provide workable new ideas.

Get All The Facts NOW!

See for yourself. For further facts, costs and samples of CABOT'S RESPONDA-LETTER, write on your letterhead. Take this productive way to offset the postal increase. Write NOW!

CABOT'S RESPONDA: LETTER

CABOT'S Remotional Aids Inc. 510 WEST VAN BUREN STREET CHICAGO 7. ILLINOIS

Previewing April Direct Mail Meetings

Ft. Worth-Dallas, April 1st Colonial Country Club, Ft. Worth, Texas.

9 A.M. - 5 P.M. Morning. Luncheon, Afternoon, \$18.00.

Speakers: Robert F. Delay, Max Ross, Jim Dooley, Francis S. Andrews, Gifford M. Booth Jr., Nicholas Samstag, and Robert

Houston, Texas, April 2nd & 3rd (Southwest Mail Producers Conference)

Use MERCURY To

Get It Moving!

16 Offices throughout New York City

"From an Envelope to a Truckload"

Cell MERCURY MESSENGER SERVICE

LExington 2-6000

Executive Offices

461 Fourth Avenue, New York 16, N. Y.

MAIL ORDER LISTS

ROSKAM POST OFFICE BOX 855 KANSAS CITY 41, MO.

r Information-Ask for Group No. 5

20 YEARS FREE-LANCE EXPERIENCE AT YOUR

DISPOSAL- BY MAIL

RAY THOMPSON

116 GREENWOOD AV. WYWCOTE, PA.

Rice Hotel, Houston Texas.

300 Bonded Messengers

100 Trucks large and small Next time, you need speedy delivery Evening of the 1st through afternoon of the 3rd.

Speakers: Geo. P. Saxer, "A Maineac's Prediction for the Exploding Sixties.'

Francis S. Andrews, "MASA -The Crossroads Year.

Max T. Lloyd, "You and Your Customers Signature.

Robert F. Delay, Henry Hoke Jr., O. D. Stallard, Larry J. Wolf.

New Orleans, April 5th Montelone Hotel, New Orleans, La. 12 noon. Luncheon.

Speaker: Robert F. Delay, "This Business of Direct Mail."

Minneapolis, Minn., April 7th

Hotel Normandie, Minneapolis, Minn.

Ad Club Luncheon. Speaker: Henry Hoke Jr., "Entertainment in Direct Mail."

New York, April 20th

Hotel Commodore, N. Y. C. 9 A.M. - 5 P.M.

Speakers: W. McF. Beresford, Frank Armstrong, David L. Harrington, Dick Powers.

Panels: Mail Order and Subscription: Moderator, Otto Meyer.

Advertising: Moderator, Joel Harnett

Sales: Moderator, Martin Brausse. Consumer: Moderator, Howard

Industrial: Moderator, Sam Wasserman.

Philadelphia, April 20th

Bellevue-Stratford Hotel. Philadelphia.

9 A.M. — 3:30 P.M.

Speakers: George Cullinan, "The Formula for Growth in Direct Mail Profits.

Charles H. Eyles, "Facing Up to The Challenge.

J. M. Rushton, Ted Edwards, Dominico Mortellito, and Spencer Meschter, "A Beaker of Speakers Precipitating the Creativity of a Direct Mail Piece."

Lab Sessions: Mail Order and Mail Promotion.

Chicago, April 20th

Sheraton-Towers, Chicago. 8:30 A.M. — Late Afternoon. Speakers: Richard V. Benson — Direct Mail Testing." Gifford M. Booth, "How to Put Showmanship in Direct Mail." Stanley J. Fenvassy, "Methods of Maximizing Orders by Mail. Others.

Pittsburgh, April 21st

(DMAA Industrial Workshop) Penn-Sheraton, Pittsburgh, Pa. 9 A.M. - 5 P.M. Morning, Luncheon, Afternoon, \$20.00. Speakers: Jay Sharp, George W. Head, John Yeck, Art Dietrich, Gifford M. Booth Jr., Bob Chatley, Henry Hoke Jr., T. J. Farrahay, Sam Wasserman,

Ron Hess. Louis Beck.

HEALTH LIS

ROSKAM POST OFFICE BOX 855 KANSAS CITY 41, MO.

EXTRA INCOME LISTS

Write for information - Ask for Group #6

ROSKAM POST OFFICE BOX 855 KANSAS CITY 41, MO.



FOR SCENTING PAPER

Add a new dimension to your printing ODOK! Get Orlandi's marvelous fragrances fumes, food odors, strawberry, flowers, pine Orlandi's Compound is not an ink. It is colo and used like overprint varnish in the foun colorless

FRANK ORLANDI, INC. Perfumed advertising specialties since 1915 20 Beekman St., N. Y. 38, N. Y. WO 4-7523 Central States Distributors PAPER CONVERTING & FINISHING CO. 1101 S. Kilbourn Av., Chicago 24 VA 6-5800

edited

designed printed

EHC PRESS

NEWS LETTERS

HOUSE ORGANS

248 Fort Lee Road, Leonia, N. J. Samples on request

KNOW TYPE & REPRO COST

a line to 30 ems, 6-14 pt. an inch (Hand Set) 18 pt. up per repro proof w/tissue Send for Descriptive Literature of the Plan
M A I L - O - T Y P 6448 Santa Monica Blvd. Hollywood 38, Calif.

FOR SAN FRANCISCO BAY AREA & WEST COAST MAILING LISTS

Compile lists or broker lists to it your needs—1130 var-lous mailing lists of individuals of above-average in-telligence culture & income. (Home and business ad-dresses.)

BOYNTON & STAFF INC. 420 Market Street, San Francisco II

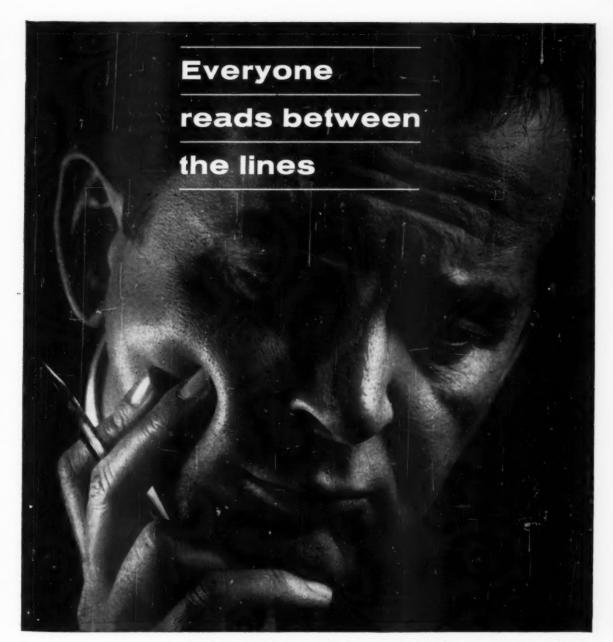
TALKING (11's a Phonograph Record) POST





DRAMATIC sales punch for your product in full color plus a

sound recording. Good for 200 playbacks. New techniques assure high quality and low prices. Write to CONSOLIDATED LITHO. CORP. [Paper Record Div.] Carle Place, L. I., N. Y.



An insurance agent does a lot of important reading.

Every day, business firms send him pamphlets, brochures, financial reports. When he looks through this printed material, he unconsciously reads between the lines—sizes up the company and its products by the impression these booklets make on him. Is the message clearly and tastefully presented? Are the pictures sharp? Does the paper have the appearance of quality? Any company that shows respect for readers through this kind of attention to detail will win respect in return. Respectful printing begins with a good printer. See him early. Most likely he'll prefer a Warren paper, because he'll get better results— and so will you. S. D. Warren Company, 89 Broad St., Boston, Mass



printing papers make a good impression

FINE PRINTING PAPERS FOR ADVERTISING LITERATURE AND THE PUBLISHING OF BOOKS

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Scriptomatic Masters prepared — low cost — quality work — 100% correct. Typewriter addressing — practically "do-it-fo-nothing" prices! Find out. The Roskam Co., 1905 West 43rd, Kansas City, Kansas TAlbot 2-1881.

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POLLARD-ALLING — embossed and linked at \$25.00 per M₂ special rates for two liners and OCCUPANT; accuracy and delivery guaranteed; weekly capacity 73-100 M.

JACKSON EMBOSSING SERVICE 4 S. Williams St., Whitehall, N. Y.

ADVERTISING AGENCIES

Pulling direct selling mail order advertising campaigns in newspapers, magazines, trade papers. Publishers' rates. Counsel service. Martin Advertising Agency, 15 E. 40 St., Dept. 33A, N. Y. E 2-4751, Est. 1923.

THE BOOK OF PANELS

for offset contains 369 different art panels, including coupon, guarantee and label barders plus nearly 500 symbolic designs for page arnamentation. ONLY BOOK OF ITS KIND — thousands in use. 32 pages, 8x10½ in., only \$4.00. Many other books of promotional art and type fonts for paste-up. Free folder.

A. A. ARCHBOLD, PUBLISHER

Box 332-K

Burbank, Calif.

CANADA'S BEST MAILING LIST

275,000 live names on Elliott stencils Call your list broker—TODAY or Jobe's, St. Catharines, Ontario

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Multi-color litho 1 or 2 sides of sheet at less than you'd expect to pay for 1 color 1 side. Specializing in LETTERS, FOLDERS, ORDER FORMS 25M to 1MM. On press numbering, perforating, imprinting. Samples, Estimates no obligation. Wedgewood Press, 131 Varick St., N. Y. C. OR S-2213.

EQUIPMENT FOR SALE

3—Scriptomatic Model 101's—1 air feed with Cheshire tape, attachment

I—friction feed Cheshire tape attachment, I—selector unit with Cheshire tape attachment and friction feed. In good running condition less than three years ald.

Make offer or will sell for 30c on the dollar. Also typewriters, cabinets for sale — make offer.

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POLLARD-ALLING RELIEFOGRAPHS George Green, 480 Lexington Ave. New York 17, N. Y. or phone YUKon 6-8393

PHILLIPSBURG INSERTER.
MODEL 10 AND 10W—4 STATIONS.
ALSO ELECTRIC 20 & 24 BIN COLLOMATICS.
MAILERS, 40 W. 15th ST., NEW YORK 11, N. Y.

EQUIPMENT WANTED

WANTED: PHILLIPSBURG INSERTING AND MAILING MACHINE Send particulars to Ray D. Cherry 1120 W. Peachtree St., N.W., Atlanta, Ga.

Phillipsburg Mailing Machine. Advise condition, number of stations, year, model, and price. Box #42, The Reporter of Direct Mail Advertising.

POLLARD ALLING reels, supplies, addressing machines, DSJ. Varitypers. A. H. Oglander, Commercial Letter, Inc., 1335 Delmar, St. Louis 3, Mo.

FREE LANCE

GET MORE MONEY IN YOUR MAIL Campaigns planned, copy problems solved quickly by result getting top Pro. Outstanding successes in Circulation-Promotion; Mail Order; Direct Mail for magazines, books, products. Available to Agencies and Advertisers. Write Box 45, Reporter of Direct Mail.

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OVER 2 MILLION NAMES ON PLATES GUARANTEED 100% ACCURATE ELECTRONIC SELECTED CONSTANTLY CORRECTED

Retailers-Wholesalers-Manufacturers
Banks-Churches-Institutions
Choice of 350 Other Lists
"We Charge ONLY for Addressing"
Usually Completed within 3 Davs:
Write for FREE Catalogue.
SPEED-ADDRESS KRAUS CO
48-01 42nd St., Long Island City 4, N. Y.
STillwell 4-5922

MAILING LISTS

OCCUPANTS

Residential Caverage to Occupants on gummed labels west of Mississippi. Los Angeles marketing area avail. on tape or label. Income and Dealer selection available. Market Compilation & Research Bureau, 10561 Chandler Blvd., North Hollywood, Calif. TR 7-5384.

Direct Mail Proven Buyers. Over 790,000 Alpha-Geo Names. Buyers of Books and Magazines as Gardening, Farming and Health. Active and clean expires. Your Broker knows our reputation for results. Radale Press, Emmaus, Pa.

ENGINEERS AT THEIR HOME ADDRESS. Over 100,000. Select by types. On speedoumat plates. Lowest rates. DAR Advertising, 4616 Red Bank Road, Cincinnati 27, O. BR 1-3200.

2,000,000 farmers—5,750,000 men & women over 60 — 3,700,000 needlework hobbyists — 3,000,000 birth names — 1,500,000 nursery stock mail order buyers. Thousands of other lists. Write The Roskam Co., P. O. Box 855, Kansas City 41, Missouri.

MAILING LISTS

SPECIAL LISTS! 75,000 Retired Male Federal Employees — \$15.00 per M. Also names of 50,000 "Expectant" Mothers Monthly . . . Compiled by Survey. Details on request. Mailtrader, Box 643, Ann Arbor, Michigan.

WE WANT TO BUY OUTRIGHT SEVERAL HUNDRED THOUSAND GOOD INCOME 1959 MEN MAIL ORDER BUYERS NAMES IN THE FORM OF LEGIBLE AND DATED ORIGINAL LETTERS OR COUPONS FROM WHICH WE WILL TYPE ENVELOPES. PREFER NAMES IN SMALL TOWNS AT HOME ADDRESSES. SEND SAMPLE OF NAMES, DESCRIPTION AND PRICE TO: BOX #46, THE REPORTER OF DIRECT MAIL ADVERTISING.

100M Catholic buyers on plates. CALL YOUR LIST BROKER or write

St. Anthony's Gift Shop 92 Liberty Street, New York 6, N. Y.

MAILING MACHINES AND SUPPLIES

REBUILT ONE YEAR GUARANTEED
ADDRESSOGRAPHS - SPEEDAUMATS - ELIIOTTS
PLATES - FRAMES - TRAYS - CABINETS
EMBOSSING ADDGPH & SPEED PLATES
FOLDERS - SEALERS - PITNEY BOWES
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MAIL BAG RACKS - MAIL SORTING BINS
MAILERS EQUIPMENT CO., INC.
40 W. 15th 51., N. Y. 11 CH 3-3442

SPEEDAUMAT ADDRESSERS
AUTOMATIC GRAPHOTYPES
ADDRESSOGRAPHS — GRAPHOTYPES
CABINETS — TRAYS — FRAMES — PLATES
MULTILITHS — MULTIGRAPHS — FOLDERS
PITNEY BOWES — TYING MACHINES —
OPENERS — ELLIOTTS — LETTER OPENERS
ALL EQUIPMENT REBUILT AND GUARANTEED
AMERICAN BUSINESS MACHINES, INC.
573 BWAY, N.Y. 12, N.Y. — WO 6-4334

MONEY MAKING OPPORTUNITIES

"HOW TO WRITE LETTERS THAT SELL"—compact manual by expert brings you powerful weapon for success in any field. \$2.95 Postpaid. Money back guarantee. Literature free. Helinger, East Syracuse 3, N.Y.

PERSONALIZED COSTUME JEWELRY FOR YOUR DIRECT MAIL

Large mailers have tried and proven that Personalized Costume Jewelry is a big mail order prafit maker. Excellent for party demonstration side line. Write Box #41, The Reporter of Direct Mail Advertising.

VIEWERS AND COLOR SLIDES

We manufacture all types flat-mailing, low-cost VIEWERS, color SLIDES & FILMSTRIPS. Free Advice, Samples. Stereo-Magniscope, Inc., D.M., 40-31 81 St., Elmburst 73, N. Y. C. DE 5-0027

MALE OR FEMALE

If you are looking for a position or personnel replacement contact the following:
New York City Area . . . Mr. J. Dudley Broderick, Hundred Million Club, Job Placement Committee, c/o Doubleday & Company, 501 Franklin Ave., Garden City, L. I., New York.
National . . . Mrs. Ruth L. Laguna, Direct Mail Advertising Association, 3 East 57th St., New York 22, New York.

SPEEDAUMAT ZINC PLATES

New York's biggest and best embosser places 47 Graphotypes and 90 skilled operators at your disposal for fast, accurate embossing of your lists at rock bottom cost of \$37.50 per thousand. Day and night shifts assure prompt delivery on the date promised. No Alibis. Circulation Associates, Inc., 226 West 56th Street, New York. JUdson 6-3530.

NEED SKILLED GRAPHOTYPE OPERATORS? You can make 50% to 100% profit by using our Graphotype Dept. as your own. Beautiful embossing, fully punctuated with less than 1% error. Pure Zinc Speedaumat plates. Prompt dependable delivery. Two shift service. 100% accuracy guaranteed.

Cost - Speedaumat - \$37.50 per M. Other plate prices on request — send details.

> ADVERTISERS ADDRESSING SYSTEM 703 N. 16th St., St. Louis 3, Mo.

Embossed, proof read and guaranteed 100% correct, \$35.00 per thousand. One machine always available for rush jobs. The Roskam Co., 1905 W. 43rd, Kansas City, Ks. TAlbot 2-1881.

SITUATION WANTED

DM/MO EXECUTIVE. Sound working knowledge of all aspects of mail merchandising. markets, lists, print media, Creative; energetic; versatile. 12 years top management experi-ence. Creates high-response copy & layouts. N. Y. only. Box #44, The Reporter of Direct Mail Advertising.

HELP WANTED

Small Detroit machine tool sales organization needs all around full time person to handle all art, copy, layout for direct mail and trade publication sales promotion program. Furnish detailed experience record and salary requirements to Box 43. The Reporter of Direct Mail Advertising.

TAKE OVER NOW as advertising manager for a trade publication with national circulation. Not looking for a direct mail specialist. Display layout and copy main work. Experience very helpful. You'll build your own future at a good rate. You have to be a go-getter, able to work on your own, act as a one-man ad department. Lots of work, part-time assistant to help you with details. Send resume and photo to All-Pets Magazine, P. O. Box 151, Fond du Lac, Wisconsin.

A wealthy contractor liked to know all about the employees who toiled in his vast business. One day he came upon a new young man who was dexterously counting out a large wad of the firm's cash into pay envelopes.

"Where did you get your financial training, young man?" he asked.

"Yale," replied the young man.
"Good, good!" exclaimed the contractor, being a staunch advocate of higher learn-

ing. "What's your name?"

"Yackson."

From: Service and Indemnity, house magazine of Canadian Fire Insurance Co., 333 Main St., Winnipeg 1, Canada.

NAMES IN THE NEWS

Who's doing what in your organization? New job? New Promotion? Industry Awards? Or interesting personal news on the human side? No matter what they're doing, we'd like to include them in this monthly roundup of . . . "Names In The News"

Robert P. Adler appointed vice president and general manager of Waterman-Bic Pen Corp. . . . Charles Antin with Direct Mail Markets Company, N.Y.C. as director of account service and development. Previously with Grosset & Dunlap, Inc., publishers. . . . Robert L. Aronson appointed vice president in charge of catalog production for the general merchandise mail order firm, L & C Mayers, Inc., NYC. . . . George R. Bonner, Jr. with Gaynor & Ducas, Inc. (public relations, NYC) from Rem-Rand Univac. . . . Rita Ellen Brown has joined William Steiner Associates, Inc., NYC as an account executive. . . . Jack R. Cole, president of Mail Advertising Corp. of America, Chicago, appointed Yuan Liang as director of marketing. MAC recently celebrated their tenth year in the Chicago market by holding open house, at which the 58 prize winning DMAA Awards were shown. . . . Jarvis Doctrow appointed director of marketing, Point-of-Purchase Advertising Institute, 11 W. 42nd St., New York 36. . . . R. J. (Jack) Fisher named product sales manager for Trim-Pak impression papers, for Champion Paper Specialties, Inc., Piqua, Ohio. . . . Harold T. Fox has been appointed vice president and general manager of Tension Envelope Corp., N.Y.C. John Powell will take over the Tension Envelope Corp. district sales management position in Kansas City, formerly held by Fox. . . . Harry L. Gage, new secretary of National Printing Equpiment Assn., left vacant by recent death of James E. Bennet. . . . George F. Greve, Jr. new advertising manager of the Glidden Company's Durkee Famous Foods Division, Cleveland, Ohio. . . . American Paper Exports, Inc., N.Y.C. announced election of William D. Hurlbut as president of company, replacing Irving C. Baldwin who has retired. . . . Joseph H. Magruder, advertising manager, Oxford Paper Co., N.Y.C. has resigned to join Seaman and Company, management consultants. William T. Rich, sales promotion manager at Oxford will assume the responsibilities of advertising manager. . . . Warren Owens elected president of Information Counselors, N.Y.C. public

relations agency. . . . William F. Rose-

boom, from N. W. Ayer & Son, N.Y. now with The Rumrill Co., Inc., Rochester, N.Y. ad agency. . . . A. N. Seares, immediate past president of National Sales Executives, International, just been elected president of Alderson Associates, 3 Penn Center Plaza, Philadelphia 2. Pa. . . . Arthur W. Theiss (1954 DMAA President) advanced to executive Vice President of Patriot Life Insurance Co. of N.Y. . . . George D. Welch promoted from advertising manager of Fisher Scientific Company, Pittsburgh to director of marketing. His previous post as advertising manager will be filled by Paul A. Schweibinz, who moves to Fisher from Koppers Company. . . . DMAA member, H. "Bunn" Winter, Jr. (of Winter-Horan, St. Louis direct mail shop) elected secretary of the Direct Mail Club of St. Louis. Other officers: Ben Weinbach, president; Robert J. Montgomery. 1st V.P.; Grace Stockhus, 2nd V.P. and the Rev. Raymond A. Gaydos, treasurer. . . National Business Lists appoints Ed Burnett (513 Sixth Ave., NYC) as eastern representative. . . . Gray & Rogers, Phifadelphia and Newark advertising and publicity agency, appointed by Dow Chemical Company, Midland, Mich. to publicize new cooling system fluid called Dowgard. . . . "How to Get More Business" is theme of a series of three regional meetings planned by Financial Public Relation Assn. One day meetings will be held in Indianapolis on March 30; in Minneapolis, April 4 and Birmingham. April 6. Ted Gaden appointed circulation promotion director of American Metal Market. 18 Cliff St., New York 38, N.Y.... Jack E. Cartwright, formerly president of Jack E. Cartwright Co. has been named vice president in charge of sales for DMCP Associates, Inc., Toledo, Ohio. . . . Dorothy Swanson has joined Direct Mail Markets Company, Inc., 8 E. 54th St., New York 22, as mail advertising media director . . . Ralph W. Fulton assumes the newly created position of advertising director of Sports Afield Magazine . . . Rodman K. Tilt succeeds him as advertising manager and Norman H. Meiners becomes eastern manager.

Direct Mail

ADDRESSING

Creative Mailing Service, Int................................ N. Main, Freeport, N. T. (FR 2-4220)

ADDRESSING AND MAILING

ADDRESSING - TRADE

Belmar Typing Service. 91-71 Hith St. Richmond Hill 18, N. Y. (VI 6-5322)
Monaco's Typing Service. 148 Dunwoodle Road, West Islip, N. Y. (MO 1-4922)
Monaco's Typing Service. 228 Highe Lane, West Islip, N. T. (MO 1-4922)
The Roskam Company. 1995 W. Gri Street, Kannas City 3, Kannas (TA 2-1881)
S & S Typing Herrico. 305 Fifth Avnue, N. Y., N. Y. (MI 2-0326)

ADVERTISING AGENCIES SPECIALIZING IN DIRECT MAIL

ADVERTISING ART

ADVERTISING SPECIALTIES

Flexe lettering Co., Inc., ... 305 East 46th Street, New York 17, N. Y. (PL 3-4943) Gries Reproducer Corp., ... 125 Receivened Ave., New Rochelle, N.Y. (NE 3-8800) Taylor-Merchant Corporation ... 48 West 48th St., New York 36, N.Y. (PL 7-770)

ART AND DESIGN FOR DIRECT MAIL

AUTOMATIC TYPEWRITING

Carlson Automatic Typewriting Service, 3744 N. Clark St., Chicago 13, Id. (EA 7-5496) The Rosham Company 1905 W. 43rd Street, Kansas City 3, Kansas (TA 2-1881)

Reporter of Direct Mail	224	7 Lb.	Garden	CIU, N.
Pogs That Climb Trees				1.00
How To Got The Right Start in Direct Advertisis				
How To Think About Direct Mail				1.00
How To Think About Letters				
tion to think whom restors			*******	
How To Think About Readership of Direct Mail.				
How Direct Mail Bolves Management Problems				1.00
How To Think About Showmanship in Direct Mail				3.00
The state of the s				
How To Think About Mail Order				
How To Think About Production and Mailing				1.00
How To Think About Industrial Direct Mail				
tion to thing Around indicated billion Mail				1.1 0.00

COLLECTIONS

COPYWRITERS (Free Lance)

Paul J. Bringe 4531 North 35th Street, Milwaukee B. Wisconsin the capy shop 470 Madison Avenue, New York 16, N. Y. (MU 3-1485) Belty Mathewand. 182 Cooper Avenue, Upper Montelair, N. J. (PI 6-5355-Orsille K. Reed. 166 N. State 84, Howell, Mich. (Fel: 65)

DIRECT MAIL AGENCIES

Repty-O-Letter	1-8470;
Manty-ti-Letter	1-gaul:
Reply-O-Letter	4-81411
Reply O-Letter	6-2267
Reply-O-Letter	9-8797)
nepty-U-Letter	W. WCALL
Reply-O-Letter	(B2411)
Responda Letter 411 South Sangamon Street, Chicago 7, Illinois (MO	6-98781
Responds Letter New York Office, (E.	N 65301
The Sylander Co	6-47661
the stranger to	0.41001
Salos Letters, Inc	9-2689)
The Smith Company	1-6584)
Tallman, Smith & Associates 410 N. Michigan, Chicago 1, Illinois (WH	0.0000
Tallman, multi de Associatos stu N. Michigan, Chicago I, Illinois (WH	0.00001

DIRECT MAIL EQUIPMENT

Bell & Howell Phillipsburg. Phillipsburg. New Jersey
B. H. Bunn Ca. 7605 B. Vincennes Ave., Chicago 29, Hi. (BU 3-4454)
Cheshirz Malling Markhines, Inc. 1644 Ne. Honore Street, Chicago 22, Hillinois
Davidson Corporation. 29 Ryerson Street, Brooklyn 5, N. Y. (US 5-0300)
Eastman Kockis Company. Rechester, New York
Felina Tving Machine Co. 3351 N. 35th 8t., Milwaukoe 19, Wis. (HI 5-7131)
Friden, Inc. 3250 Washington Avenue, San Leandro, California
Scriptomatic, Inc. 316 N. 11th 8t., Phila. 7, Pa. (WA 2-1251)
Thomas Collators, Inc. 50 Church St., New York 7, N. Y. (DI 9-2270)
Chauncey Wing's Bens 75 Pierce Street, Greenfield, Mass.

DIRECT MAIL SPECIALTIES

ELLIOTT STENCIL CUTTING

ENVELOPES

The American Paper Products Co.
Envelope Terrace, Southern Bivd. at McClurg Rd., Youngstown, Ohio (NK 8-4545)
Atlanta Envelope Co
Berlin & Jones Company
The Buston Envelope Co
Couples-Hesse Company1655 East Madison. Des Moines 13, Iowa (AM 2-5696) Cupples-Hesse Company3633 Michigan Ava., Detroit 16, Mich. (TA 6-7360)
Cupples Hesse Company4175 N. Kingshighway, St. Louis 15, Mo. (EV 3-3700)
Curtis 1000, Inc
Detroit Tuliar Envelope Co 2139 Howard St., Detroit 16, Mich. (TA 5-2700)
Garden City Envelope Co3001 N. Reckwell St., Chi. 18, III. (CO 7-3600)
The Grav Envelope Mfg. Co 55 33rd St., Brooklyn 32, N. Y. (ST 8-2800)
Hero Envelope (n
North Coast Envelope
Manufacturing Corp
Rochester Envelope Co
The Standard Envelope Co 1600 E. 16th St., Cleveland 14, O. (PR 1-3966)
Tension Envelope Corporation 19th & Campbell, Kansas City 8, Mo. (GR 1-3800)
New York 16; 8t. Louis 10; Minneapolis 1; Des Moines 14; Ft. Worth 12
Transo Envelope Co
Plants in New York, Chicago, Los Angeles-Offices in All Principal Cities
United States Envelope Co
Wolf Detroit Envelope Co

ENVELOPE SPECIALTIES

FOREIGN MAILINGS

INSERTING SERVICE - AUTOMATIC MACHINE

LAREL PARTERS LABELS Allen Hollanorr t.a., isc. 385 Gerard Ava, New York 51, N. Y. (MO 5-1818 Dennison Mg. Co. Framingham, Mass. (TM 3-2511 Ever Beady Label Corp. 357 Cortlandi St., Belleville S, N. J. (P) 3-3500 LETTERS LETTER GADGETS Hewig Co. 45 W. 45th St. N. Y. 38, N. Y. (JU 2-2186 Orchids of Hawali, Inc. 305 Serenth Avenue, New York 1, N. Y. (OR 3-650e Bobert Straut & Co. 542 South Dearboom St., Chicago 5, Ill. (WA 2-1881. LETTERHEADS Brunner, Inc., Printers-Lithegraphers, 1018 Jefferson Ave., Memphis, Tenn. (BE 2255) MAIL ADVERTISING SERVICES (Lettershops) BROOKLYN uction & Mailing Service, Inc. 1715 Ave. Z, Bklyn. 35, N. Y. (SH 2-5235) MAIL ORDER CONSULTANT Arthur W. Bandman........95 Madison Avenue, New York 16, N. Y. (LE 2-8688) Direct Mail Markots Co., Inc....8 East 54th Street, New York 22, N. Y. (PL 9-3123) Herbert L. Keilner & Associates...131 S. Wabaih Ave., Chicago S. Ili. (AN 3-224) MERCHANDISE FOR DIRECT MAIL Crystal Transparent Corporation 263-273 William St., Englewood, New Jersey (W17-4435) MULTIGRAPH SUPPLIES MINNEAPOLIS OCCUPANT MAILING LISTS-LOCAL & NATIONAL NEW YORK CITY
Advertisers Mailing Service, Inc. 45 West 18th Bt., New York, N. Y. (AL 5-450e)
Chase Direct Mail Service Carp. 12 E. 46th St. (17) (MU 7-2930)
Circulation Associates. 1745 Bradows, New York, N. Y. (JE 6-3530)
Latham Process Corporation. 200 Hudon Street, N. Y. 18, N. T. (WO 6-459e)
Mailings Incorporated. 55 West 13th St. (11) (WA 9-5188)
Mary Ellen Clancy Company. 256 Park Avenue, New York 17, N. Y. (YU 6-7833)
St. John's Associates, Inc. ... 75 West 45th Street, New York 36, N. Y. (JU 2-3544) Advertising Distributors of America, Inc. 4444 Cass Ave., Detroit 1. Michigan (Th 3-6506) OFFICE EQUIPMENT Schaubroeck Agency......Ava, Missouri PAPER MANUFACTURERS

Allied Paper Miris. 1698 Lake Street, Kalamazoo, Michigan American Writing Paper Corporation. 1250 N. Mesche Bt. Appieton, Win. (41694 Appieton Coated Paper Co. 1250 N. Mesche Bt. Appieton, Win. (41694 N. Appieton, Paper & Fibre Company. 1250 N. Mesche Bt. Appieton, Win. (41694 N. Appieton, Paper and Pulp Div. Newarth, Paper and Pulp Div. Standard Packaging Corp. Bangor, Me. 2.5221 Eslevek Manufacturing Company. 252 S. Clark St., Chicago S. Illinois Estern Fibre Paper and Pulp Div. Standard Packaging Corp. Bangor, Me. 2.5221 Eslevek Manufacturing Company. Erie, Fennyivania (61 e-8811) Howard Paper Mills, Inc. 220 E. 110 Columbia Bt., Dayton 7, Ohio International Paper (8. 2220 E. 1220 St. N. Y. IF, N. Y. (41) 2-1500 Kimberly-Clark Corporation. Neurah, Wisconsta, G. 200 Park Arenus, New York 17, N. Y. (41) 2-1500 Peninsular Paper Co. 750 Neurah, Wisconsta, G. 200 Park Arenus, New York 17, N. Y. (41) 2-1600 Peninsular Paper Co. Kalamazoo, Mich. (F1 2-1615) Rising Paper Co. Kalamazoo, Mich. (F1 2-1615) Rising Paper Co. Middletown, Ohio Paper Company. 59 Broad Street, Booton I, Massachusetta Sorg Paper Company. Middletown, Ohio PAPER MANUFACTURERS ROCHESTER, NEW YORK
 SAN FRANCISCO
 67 Beale St. (SU 1-654)

 The Latter Shop.
 67 Beale St. (SU 1-654)

 The Smith Company.
 67 Beale Street (SU 1-654)
 The Alan Company WESTFIELD, NEW JERSEY
Union County Frinting & Mailling Service
233 North Avenue, Westfield, N. J. (AD 2-8393) MAILING LISTS - BROKERS PART-TIME AND TEMPORARY OFFICE HELP Mid-Manhattan Business Service....160 East 55th Street, N.Y. 2, N.Y. (PL 2-2250) PHOTO ENGRAVERS Horan Engraving Co., Inc........44 W. 28th St., New York 1, N. Y. (MU 9-8585) POST CARDS PRINTERS - LETTERPRESS & LITHOGRAPHY Neo Printing Company, Inc. 23 E. Wesley St., So. Hackensack, N.J. (HU 9-5950) Offset Reproductions, Inc. 34 Hubert St., New York 13, N. Y. (WA 5-1196) SALES AND MERCHANDISING CONSULTANT SEASONAL STATIONERY MAILING LISTS - BY SUBJECT Arthur Thompson & Company 109 Market Place, Baltimore 2, Md. (PL 2-4808) FOR LIST SOURCE, COMPARE NAME IN PARENTHESIS WITH LISTING BELOW OR COMPILERS & OWNERS STENCIL CUTTING AND LIST MAINTENANCE SUBSCRIPTION FULFILLMENT SERVICE MAIL ORDER LISTS (THE ROSKAM COMPANY) SYNDICATED HOUSE MAGAZINES Opportunity Seekers and Start In Business............200,000 (William Stroh, Jr.) MAILING LISTS - COMPILERS & OWNERS TRADE ASSOCIATIONS Association of First Class Mallers. 211 Wyatt Building, Washington 5 J Associated Third Class Mail Users, 1606 G St. XW. Wash, 5, D. C. 6ME 8.2 Direct Mail Advertising Jann. 3 E. 57th St. X. Y. C. 22 (MI 8.7 MASA International 18120 James Coursens, Detroik 35, Mich. (UN 4.8 Parcel Post Association 1013 Woodward Building, Washington 5, I



"Will you mail this today, Marge?"

All Marge need do is hand that Built-In Reply Card to the postman!

Advertisers who mail to the home know:

Home is where inertia sets in. Too much trouble to write, to hunt for an envelope, to find a stamp. Home is where mail gets misplaced, stuffed in with newspapers and other things.

But note this:

Home is where low-cost Reply-O-Letter

performs magnificently - 30% to 50% more replies than you've ever had.

Yes, Reply-O-Letter's Built-In Reply makes answering temptingly easy. And our skilled staff of writers and artists know just how to get the results you want and need on mailings to the home.

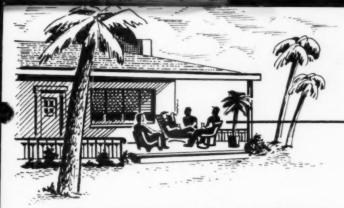
For more replies, call in Reply-O-Letter. Or write for your copy of "The 3 R's of Direct Mail." On your letterhead, please.

REPLY-O-LETTER

1 Central Park West, New York 23, N. Y.

Offices in principal cities in the United States, Canada, England and Australia.





FRONTPORCH SCUTTLEBUTT

The gist of conversation about this and that with visitors to the Editor of The Reporter

THERE HAVE BEEN MANY RAISED EYEBROWS

over the direct mail volume figures released for 1959 . . . publicized widely in trade magazines and newspapers. How come direct mail showed a decrease in percentage from 1958 when most other media had big gains? Was it due to the increase in postage rates? Are the figures accurate? Those are some of the questions being asked.

The truth is that the released figures were not correct and it was all due to an unforeseeable snafu in several directions. The original DMAA Estimating Committee headed by Horace Nahm will be meeting several days after this issue goes to press to review all the figures for 1959. You will get some new figures later on. But some things are already known. Instead of a 2.86% loss in volume, direct mail enjoyed a substantial boom. It is still second only to newspaper advertising in total volume.

Without going into complicated details, here is what happened: The DMAA Estimating Committee and head-quarters staff need to obtain for each period and year, certain indexes from the Post Office in order to compute total number of pieces in each class of mail relating to direct mail. From there on, it's a complicated formula which very few people understand, but which the originators (Nahm, Raymond, Mayer and Hoke) believe to be honest, fair and conservative.

The present trouble started when the Post Office went on a new system of accounting. Postmasters no longer report on a monthly basis, but on a thirteen-periods-to-ayear schedule. It's impossible to compare any month's piece breakdown with same month in a previous year. On top of that confusion . . . when Congress passed the last rate increase, for some strange reason it specified that Post Office salary brackets (based on revenue) could not be advanced due to increased rates (sort of silly). To carry out provisions of law . . . postmasters were notified that in filling out their period revenue reports (upon which employee salary checks are partly based) they must deduct from actual cash revenue a certain percent fixed by the Cost Ascertainment Division. Whether figure was the same in all post offices is not entirely clear ... but we know of cases where it ran to 18% deduction.

So that is what happened to the DMAA estimates. In obtaining the important indexes to class quantities, it was not discovered that the percentage reductions from actual cash (for payroll purposes only) were included . . . until just about now. That's why the committee is meeting to revise the method of figuring for 1959, and for the months and years ahead. You'll be getting some new figures soon. They will still be conservative. Which brings up another point.

Some critics in the past have not liked the large gap between newspaper space sales and direct mail. Since I was on the original committee which studied, researched and developed the method of estimating direct mail volume, I can tell the critics they are entirely correct about the direct mail figure being too low. But the estimators didn't know what to do about it. The figures you have seen in the past (prior to 1959) were honest and conservative in relation to actual cost of material and postage placed in the mail. But the released estimates made no provision for cost of preparation, overhead of direct mail department, etc. Impossible to estimate all variations.

In newspapers, for example, the cost of space bought by an advertiser includes the cost of newspaper administration, production and distribution, while the commission allowed to agency takes care of creative preparation. But if we inject those angles into the direct mail estimate there would be countless arguments about including overhead of advertising departments in the totals for other media. Impossible to settle.

So if you hear arguments about the direct mail figures . . . relay the information that the releases in the past have shown a fair and conservative estimate of materials placed in the mail, and did not include cost of preparation, overhead, such as planners, copywriters, list maintenance, etc. The estimates also did not include collateral material (catalogs, booklets, etc.) distributed by means other than the mail . . . but nearly always labeled as direct advertising. In my opinion, we could double the annual direct mail volume estimate and be closer to the truth. But the point is hardly worth fighting about. Direct mail has grown and still continues to grow. Case histories of successes are more important than statistics.

IN FEBRUARY SCUTTLEBUTT, we blew our top about all the silly ponderous words which surround the advertising business . . . especially at the start of a new year. We were bombarded with "integrated marketing concept" and other stuffy phrases. The bombardment of pomposity hasn't stopped even though New Year's Day is forgotten. Now it's "total selling" and the new "marketing strategy," which is defined as: "The balanced planning, organization and execution of all functions related to the process of efficiently getting product from the producer to the user and servicing such products once in the hands of the user." Haven't good advertising people always done that? If not, why not? Shouldn't we have been doing in the 1950's all the things the big-word advisers are telling us about for the 1960's?

I was glad to see that Bill Beard, top man of the Associated Business Publications has joined our crusade to kid the trade-jargon-slingers into using sensible language. A recent ABP bulletin ridicules such descriptions as "diagonal" market coverage, described as "more depth than a horizontal... more concentration than a vertical." Bill thinks such jargon "confuses, mystifies and plain irritates the people we want on our side." I agree.

SOME PEOPLE SUSPECT this double talk about

"total marketing concept," new creativity and what-not is a smokescreen to cover up serious arguments behind the scenes about the fairness or unfairness of the 15% agency commission system. Plenty of arguments, and they are getting hotter. We are not experts on the subject . . . don't know which side is right . . . but we wish someone would calmly describe for all newcomers the start, growth and structure of the advertising agency business.

A lot of younger people don't know that the first "agencies" were actually individual agents of the publishers. They were space peddlers. Gradually, in' order to sell more space and get their then established 15% commission, these publishers' agents began sketching out ads or writing suggested copy. That sold more space. Soon the lone wolf agent had to get assistant space peddlers, who in turn suggested layouts and copy. From this beginning the agency structure developed . . . depending, up until today, on the 15% commission allowed by the publisher.

In effect, the mammoth agency of today is still working for the publishers or other media operators, although the client considers the agency as working solely for him (or it). And that is where the argument rests about the agency commission. As all this talk about "total marketing" throws more extraneous chores on the agency, there is need to re-examine the agency position. Should they represent the media and collect commissions or should they represent the client exclusively and collect only counseling fees? Most national advertisers have that question under their hats. Perhaps the dissension is one reason for the too-frequent switches in agency-client relations.

One fellow has tried to solve the situation by publishing an instruction manual on how to change from a commission to a fee system. He is W. H. Long, 5347 N. Santa Monica Blvd., Whitefish Bay 17, Wis. His "Agency Compensation Prospectus" is being sold at \$25 per copy and we understand it is now being used (or studied) in 136 cities in the U. S. and in 13 foreign countries. We won't comment either way on this controversial presentation, but we think you should read the prospectus on the prospectus. It can be obtained from Mr. Long. Some experts predict the Long system or something similar will replace the present agency commission system. If the revolution comes . . . let's hope it will end advertising double talk. It would be wonderful to get back to being normal conversationalists.

EVEN THOUGH WE CRITICIZE the Post Office at times, we are just as quick to defend when it is criticized unfairly. An unwise Congressman from West Virginia recently made a vigorous attack on the "secret peepholes" in the post offices. Made newspaper headlines. He should have known better. There are only about 1,500 active postal inspectors to protect the mail, ferret out the crooks, audit financial records and keep watch on more than 300,000 employees. At least 99% plus of all postal employees are strictly honest. Once in a while a "bad apple" turns up and mail containing money or checks is stolen.

The postal inspectors have catwalks, or camouflaged gallerys (ceiling-height passages) in almost all large post offices. They look like air ducts. They run through work areas, lunch rooms and even the men's room. Only postal inspectors have keys to these catwalks. Even the postmaster cannot get in. There are one-way glass "peep-holes" at strategic points. The guilty are quickly caught. That's why postal inspectors have a record of nearly 100% convictions on internal pilfering cases. Why the

men's room? That is where most of the tempted try to dispose of the purloined envelopes. Inspectors must have the envelopes for evidence. So let's forget about the whole thing. It is a necessary security measure. The Congressman should find some better way to get publicity.

FUNNIEST STORY to find its way into Congressional Record concerned a new Hilltop Substation in Milwaukee which opened on September 24, 1958. Seems the door to the men's room opened directly from lunchroom. When door was open people in the lunchroom could see what was going on in the men's room. The men naturally wanted some sort of a screen installed. After a 16-month campaign, which waged up to the Postmaster General's office, and after 37 letters and unnumbered phone calls, plus intervention by their Congressmen, the problem was still not completely solved. Appeals had to go through the regional offices and became involved in all sorts of red tape, such as whether the postal inspectors could have clear vision in possibly uncovering violations of the law.

Permission was finally granted to put a screen on the outside of the door, but not on the inside. After the carpenters had finished, it was found the screen was too close to wall and anyone who opened the door was liable to have his knuckles banged. Up to the end of January, when Congressman Henry Reuss inserted the story into the Congressional Record, the screen had not been moved.

Seriously, that is one of the troubles with the Post Office setup. Too many regional offices and area supervisors. In the old days, if a problem like the screen came up, someone would call an operations officer in Washington and get a definite yes or no. Today, requests for rulings on regulations or new equipment have to go through so many area, district and regional supervisors, it is sometimes better to forget about the whole thing.

MISCELLANEOUS CONVERSATION BITS: Enjoved "attending" meeting of New York Hundred Million Club . . . right here on the front porch . . . by way of tapes on the hi-fi set. Lew Kleid made the tapes of Bernie Mazel's good talk on starting a mail order business. Understand there are plans on foot to make copies available to other direct mail clubs. Get information from DMAA or Reporter offices. Advertising Council is planning a nationwide campaign to drive the "phonies" out of the business scene. A long, hard fight! § I liked idea advanced by E. A. Schirmer, VP of Campbell-Ewald, at Atlanta meeting of 4A's. Instead of annual awards for outstanding advertising, Mr. Schirmer suggests a "Hall of Infamy" . . . publicizing the 100 most dishonest advertisements of the year. Another editor is taking cracks at the operators of phony homework schemes. Raymond Cheever, editor of Accent on Living, 802 Reinthaler, Bloomington, Ill., hit hard in his Winter 1959 editorial. Magazine goes to 7,000 handicapped people. Some have been victimized by the crooks. ¶ There's a new "credit card" wrinkle called ETC . . . the Executive Travel Club, Inc., 205 W. Fayette St., Baltimore 1. Md. Nothing to join, nothing to pay, nothing to buy. You get directory of cooperating places. Pay cash; show your credentials; get receipt. Restaurant pays ETC a commission for sending you there. You get a dividend thrice a year. All for now,

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Rates per M / 50 lb. offset / printed one color both sides / or two colors one side

Size	10M	20M	30M	40M	50M	60M	70M	80M	90M	100M	Add. Ms
8½ x 11	6.50	5.00	4.50	4.25	4.00	3.80	3.65	3.55	3.45	3.40	3.00
11 x 17	10.00	9.00	7.50	7.10	6.80	6.65	6.50	6.40	6.30	6.20	6.00

Two colors two sides / four colors one side / three colors one side and one the other

Size	10M	20M	30M	40M	50M	60M	70M	80M	90M	100M	Add. Ms
8½ x 11	10.00	7.00	6.00	5.75	5.50	5.25	5.00	4.75	4.60	4.40	4.00
11 x 17	15.00	12.00	10.00	9.50	8.80	8.50	8.25	8.00	7.75	7.50	7.25

These prices based on F.O.B. our plant, copy supplied ready for camera, open line work, no bleed. Price for Bendays, etc., on request. Add \$7.50 overall for each color that is not black. For 60 lb. offset, add 60c per M $8\frac{1}{2}$ x 11.

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